

THE EDITOR & PUBLISHER

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Established 1884—The Oldest Publishers' and Advertisers' Journal in America.

\$3 a Year

NEW YORK, SATURDAY, AUGUST 25, 1917

10 Cents a Copy

The Rotogravure Section

THE soft tints, the delicate shadings, the lifelike brilliance of detail, which distinguish the genuine rotogravure printing, are found only in The Chicago Sunday Tribune's Rotogravure Section. This section is printed in two separate colors, a delicate green and soft sepia brown, and reproduces with the accuracy and realism of a perfect photograph the portraits of famous men and women and striking scenes of world events gathered from every corner of the earth.

The finest advertising illustration you can secure—whether photographs or the work of master artists—are transferred direct to a copper cylinder and reproduced in **THE CHICAGO SUNDAY TRIBUNE'S ROTOGRAVURE SECTION** with a lifelike realism and fidelity to detail such as the rotogravure process alone can give.

There are no halftones, no electros, no mats. Your illustrations are printed direct from the original etching on the copper cylinder.

These rotogravure pages are $9\frac{3}{4}$ inches wide by $15\frac{3}{4}$ inches deep, giving you liberal space for large and striking photographs or drawings and imposing type.

An automobile company recently wrote the following:

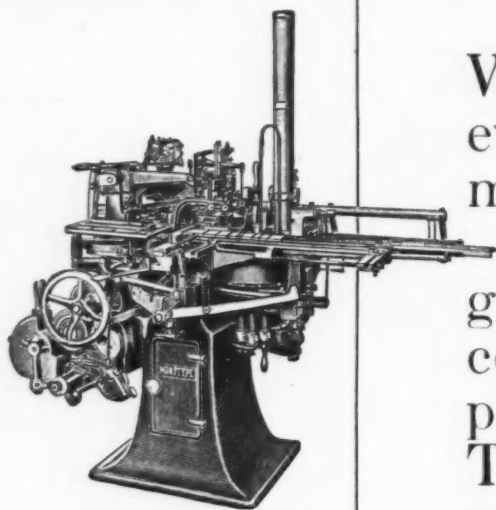
"We have always been partial to run of paper, black and white copy, but since our page in the rotogravure section of January 28th, we now believe that the Tribune Rotogravure Section is one of the best advertising mediums for the motor car industry."

Space for Fall Advertising is going fast—better let our nearest office go into detail with you.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)



READ WHAT MONOTYPE USERS
SAY ABOUT ITS VALUE IN
THE NEWSPAPER
AD-ROOM

"The result has been a positive economy that will return us the entire cost of the System in a period unusually short for such investments."—*Cleveland Leader and News*.

"Its efficiency and economy are evidenced by increased production from our ad men and greater satisfaction of our advertisers."—*Harrisburg (Pa.) Telegraph*.

"No daily newspaper composing room is complete without the Monotype."—*Norfolk (Va.) Ledger-Dispatch*.

"The Non-Distribution System in our plant is the greatest money-saving feature of the Monotype."—*Le Soleil, Quebec, Canada*.

"We have found that we can turn out a greater amount of work with the Monotype at less cost than under the old distribution system."—*Boston American*.

"The Monotype Non-Distribution System has worked economies, increased efficiency and improved the typographic appearance of the paper."—*Minneapolis Journal*.

"The Monotype is a daily demonstration of efficiency and economy. We believe it to be an absolute essential of every newspaper composing room."—*St. Paul Daily News*.

"Non-Distribution is a success with us. There is a saving both in labor and in money."—*Chicago Examiner*.

"We have been able to reduce the cost of the printed page about twenty per cent. Much of this, of course, is due to the Non-Distribution of advertising type."—*New York World*.

"The Non-Distribution System has proven a revelation—to discontinue it would prove a disaster."—*Montreal Star*.

"Since adopting the Non-Distribution System, seven months ago, the savings have already been more than the investment."—*Columbus (O.) Dispatch*.

"Satisfied is the word that expresses our opinion of the Monotype Non-Distribution and ad-composing equipment."—*New Haven Union*.

"If economical ad composition, full cases and cheaper hand composition, plus an office free from pi and sorts picking, spell success, then the Monotype in the ad room is a success."—*New York Globe*.

"We are enthusiastic about Non-Distribution because it makes our compositors continuously productive."—*Baltimore News*.

"The Monotype is a time-saver, a labor-saver, and consequently a money-saver."—*Johnstown (Pa.) Democrat*.

"The Non-Distribution System works; and it saves time—and money—the two vital savings in any daily newspaper plant."—*Cincinnati Enquirer*.

War conditions demand that every one shall exercise economy in cost of production and thereby conserve the energies and the resources of our country. This includes the production of our newspapers. The biggest economy any newspaper can practice is to place its adroom on a Non-Distribution basis and eliminate non-productive time by installing the greatest economizer ever offered the printer—

The Monotype

[PUT IT ON YOUR PAY ROLL
AND SEE HOW QUICKLY
IT WILL PAY FOR ITSELF]

NON-DISTRIBUTION: The system by which each compositor is continuously supplied with new type, spacing material, high and low leads, slugs, and rules, directly from the Monotype Type-&-Rule Caster, which makes this material so economically that whole pages, after use, are melted up to make new material; it makes the compositor's work a pleasure by cutting out the drudgery of distribution, leaving him free to spend all his time building ideas into type form without having to stop and tear down old jobs to get material; it eliminates non-productive time by using all of the compositors all the time on constructive work.

LANSTON MONOTYPE MACHINE CO.

PHILADELPHIA

NEW YORK, World Building
CHICAGO, Plymouth Building

BOSTON, Wentworth Building
TORONTO, Lumsden Building

THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten A. M. on the Friday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. The Journalist, established 1884; The Editor and Publisher, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, President; Edwin Doddridge DeWitt, Secretary and Treasurer

Entered at the New York Post Office as second-class matter.

Vol. 50

NEW YORK, SATURDAY, AUGUST 25, 1917

No. 11

COMPREHENSIVE PLANS FOR ADVERTISING NEXT LIBERTY LOAN READY FOR McADOO

Advertising Experts Agree Upon Three Distinct Plans to Sell Three Billions of Bonds—Will Be Submitted to Secretary McAdoo Early This Week—Suggest Appropriations From \$1,000,000 to \$2,500,000—Comprehend All Forms of Advertising—McAdoo Fears Discrimination Charges.

EARLY next week, perhaps Tuesday, Secretary of the Treasury William G. McAdoo will have in his possession, in compliance with his request, three distinct and fully comprehensive plans for an advertising campaign for the second, or three-billion-dollar, instalment of Liberty Loan bonds.

These plans have been created at several meetings during the past week by the prominent advertising experts who conferred on the subject of a paid-advertising campaign with Secretary McAdoo at Washington on August 13, at the call of the Chief of the Treasury.

The matter was put into the hands of a committee on plan and scope, and after diligent day-and-night work, that no valuable time might be lost, the three drafts were approved by the full body of advertising men at a meeting at the Manhattan Club on Wednesday, and the sub-committee was instructed to mail them to Mr. McAdoo as soon as they could be finally shaped for his review.

UP TO MR. McADOO.

Thus the momentous matter of insuring the success of the forthcoming Liberty Loan and probable subsequent Government bond issues, by means of a coordinated and business-like advertising performance, will be a subject directly within the control of Mr. McAdoo in person.

The three separate and distinct plans which are being suggested to him are, respectively, based upon appropriations of funds, as follows: (1) A sum not to exceed \$1,000,000, which is the minimum amount that could be considered as possible for an advertising campaign; (2) a sum in the neighborhood of \$1,700,000 which is designed to cover an advertising plan of medium scope; (3) a sum not to exceed \$2,500,000, which the committee regards as an appropriation which would not only be a reasonable and logical expenditure for the purpose, but would be adequate to insure the success of the gigantic enterprise.

The estimate of THE EDITOR AND PUBLISHER has been that a Government appropriation of \$2,700,000 would be ample for the purpose, and the cost would be at the rate of only \$900 to sell \$1,000,000 Liberty bonds. The estimates Mr. McAdoo is receiving are even lower than the liberal estimate of this journal. The advertising men who made up



Courtesy the New York World.

HON. W. G. McADOO,
Secretary of the Treasury.

The Man Confronted with the Gigantic Task of Raising the Money with Which to Finance the Cause of Democracy in the World's Greatest War. With Him Lies the Decision as to Whether the Government Shall Utilize the Power of Advertising in Selling the Forthcoming Issues of Liberty Bonds.

the three proposals were: Herbert S. Houston, of New York; William H. Rankin, of Chicago; Collin Armstrong, of New York; William C. D'Arcy, of St. Louis; George W. Hopkins, of New York; Frank H. Sisson, of New York; John E. Shoemaker, of Washington; Courtland Smith, of New York; Thomas Cusack, of Chicago, and William A.

Thomson, of New York, the latter representative of the Bureau of Advertising, A. N. P. A.

It was the opinion of these men that regular rates should be maintained, and that the operation be conducted along lines as nearly like a regular commercial advertising campaign as possible.

In each of the three plans to be sub-

mitted every commercially accepted form of advertising is recognized, including newspapers, daily and weekly; foreign language, religious, and agricultural press; magazines and periodicals; street-car cards, billboards, and painted signs, etc.

It must be said in this relation, as THE EDITOR AND PUBLISHER learns the facts, that several of the men approved of plans to recognize all forms of advertising for a selling campaign limited to only thirty days, more by reason of Mr. McAdoo's expressed desire to obtain plans which would preclude any disgruntled claims of discrimination by excluded interests than through their own sense, based upon long experience, of what properly would constitute the logical media for a thirty-day selling campaign, whether it be of Government securities or any other commodity.

However, the matter is finally the subject for the disposal of Mr. McAdoo and the recommendation of the committee is that the bond sale of the Government be conducted along the lines of recognized business standards.

It is known that the committee has unanimously declared in favor of all newspaper media, without qualification.

TIME IS SHORT.

As the time is short, the sale being scheduled to begin in November, Mr. McAdoo will have to act promptly if he is to secure the advertising services of many magazines, the forms of which close weeks in advance of the publication date.

If the Secretary of the Treasury asks Congress for an appropriation for advertising the bond issue, it is the firm conviction of practically every advertising man and publisher in touch with the situation at Washington that the appropriation will be promptly granted. A private poll of members of the Senate within three weeks revealed few dissenters to the advertising proposal, and the atmosphere of Congress has been clarified during the past week by the action of Southern newspaper publishers, who, in the postal zone-rate discussion, brought out the fact that newspapers were not responsible for the huge postal deficit on second-class matter, and were not justifiably represented as having received stupendous bounties from the Government.

This has removed from the horizon the familiar statement that newspapers should gratuitously advertise the bonds

(Concluded on page 22)

NEWS PRINT MARKET BREAKS TO \$3 AND \$2.75 AS PUBLISHERS READJUST \$3.10 RATE CONTRACTS

URGE THAT GOVERNMENT LIFT SULPHUR EMBARGO PREVENTING CURTAILMENT OF NEWS PRINT

Many Individual Newspaper Publishers Are Succeeding in Having Their Contracts Readjusted at Prices Below \$3—Some Readjustments at \$2.75.

THE \$3.10 price for news print fixed by the International Paper Company, others following, for contracts in 1917, is in process of being broken.

THE EDITOR AND PUBLISHER makes this statement upon reliable authority.

Many individual publishers are succeeding in having their contracts readjusted at prices below \$3. There are some readjustments at \$2.75. It must be borne in mind that the price fixed as fair by the Federal Trade Commission was \$2.50.

REASON FOR BREAK.

The reason that manufacturers have, in instances, voluntarily readjusted individual contracts at prices under the \$3.10 rate is stated to be based upon certain promises alleged to have been made by members of the executive committee of the News Print Manufacturers' Association, who had participated in the fixing of \$3.10 as the contract price for the current year. These promises, it is stated, were in effect that, if the market price of news print should drop under the contract price during the year, the manufacturers would readjust the contract price accordingly.

It is not considered likely that many publishers, in readjusting contracts at prices of from \$3 to \$2.75, have waived any claims they may have had for amounts paid in excess of \$2.50 since the Federal Trade Commission officially fixed that amount as the fair price of print paper.

Various reasons are assigned for the breaking of the prolonged price deadlock on news print.

Events of major importance have occurred in manufacturing circles.

INFLUENCE OF NORTHCLIFFE DEAL.

The final consummation of the Northcliffe mills deal, by means of which 80,000 tons of news print are to be distributed in the United States under A. N. P. A. auspices, may have had an important bearing on the alleged willingness of certain manufacturers to readjust contracts. When the Northcliffe proposal was first announced in THE EDITOR AND PUBLISHER, in May, it was generally predicted that the consummation of it would cause a break in open-market prices.

It is also believed that certain manufacturers, who were stoutly for \$3.10 a few months ago, have come to view with much more consideration the statement of costs and reasonable profit that was issued by the Federal Trade Commission when it fixed the price as fair at \$2.50 per hundred pounds at the mill.

The price-break and readjustment of contracts comes only a few weeks prior to the test of the whole news print case in the courts.

THE EDITOR AND PUBLISHER takes the liberty of suggesting to publishers who are in doubt as to the possibility of a readjustment of their contracts that

G. F. STEELE RESIGNS AS SECRETARY OF MANUFACTURERS' ASSOCIATION

G. F. STEELE has resigned as secretary of the Newsprint Manufacturers' Association to become general manager of the Canadian Export Paper Company, Limited, Montreal. He will assume his new duties September 1. The announcement of Mr. Steele's appointment was made this week by J. M. McCarthy, president of the company.

Mr. McCarthy's announcement, in part, follows:

"About a year ago some of the larger manufacturers of paper in Canada became strongly impressed with the view that the abnormal conditions brought about by the war in the world's trade and the absolute lack of any precedent to serve as a guide to the conditions which the manufacturers would be called upon to cope with upon the cessation of hostilities affecting trade conditions in practically every civilized country of the world, called for the most careful study and coöperation. Many of the largest paper consuming sources of supply had been compelled to look elsewhere either for their manufactured paper or for their raw material. The increased demand for pulp and paper and the general rise in prices of all materials throughout the world, including wood and wood products, was, it was felt, likely to lead to a very considerable increase in the production of pulp, paper, and other wood products throughout the Dominion, in view of its available resources.

"The best-informed opinion in financial and manufacturing circles seemed to be that pending the readjustment of trade conditions subsequent upon peace being declared a very wide-reaching disturbance was likely to be experienced. The doctrine of preparedness

was being preached everywhere. After a general review of the situation it was felt that it could best be met by establishing connections as far as possible throughout all the world's markets which would be available to cope with any contingency which might arise. It was realized that preparations of this kind could not be undertaken and properly carried out by any individual manufacturer or by the manufacturers acting individually.

"The Canadian Export Paper Company, Limited, was accordingly formed with a view to securing the coöperative support of as many manufacturers as cared to participate in the proposed campaign of market extension. Work has been going on quietly during the past year, but it has been realized that to ensure its success it would be necessary to secure the services of someone having a wider acquaintance with trade conditions in territories not hitherto touched by Canadian manufacturers.

"Mr. Steele, by reason of his long association with the pulp and paper industry and his unequalled knowledge of market conditions throughout the world, was obviously the man if his services could be secured. Negotiations have been pending for some time, with the result that Mr. Steele has now expressed his willingness to assume the responsibility, and arrangements have accordingly been made for the severance of his connection with the Newsprint Manufacturers' Association of New York, and on September 1 he will enter upon his new duties."

Until a successor to Mr. Steele is named, Robert T. Houk, jr., will act as secretary of the Newsprint Manufacturers' Association.

TO PROSECUTE PAPER MAKERS

Federal Trade Commission Declares Profits Have Been Unjustifiable.

WASHINGTON, August 21.—The advances in prices of book paper last year were excessive and unwarranted, the Federal Trade Commission reported today to the Senate. As a result of its investigation, the Commission has ordered proceedings against certain practices of manufacturers.

The price advances were not warranted either by the increase in cost or by the changes in conditions of supply and demand, the Commission found. The advances were brought about in part by the activities of members of the Paper Manufacturers' Association and the secretary of the bureau of statistics maintained by the manufacturers. On account of those activities the proceedings were ordered.

To Ration Paper Supply

Recent cable dispatches from Amsterdam contained the information that the German newspapers have announced that the Government intends to ration the paper supply, as the public has ignored continual warnings to economize.

Canadian Mills Appeal to Paper Committee of A. N. P. A. to Obtain Sulphur Supply for Them—Take Action at Once—Have Situation in Hand.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, August 24.

CANADIAN news print manufacturers received a scare this week when the Government announced an embargo on shipments of sulphur to Canada, to take effect the middle of next month.

Sulphur is a prime essential in the manufacture of news print, and much of Canada's supply comes from the great sulphur beds of the South.

The action by the Government was due to a sulphur shortage in this country, as vast quantities of this material are going into the manufacture of munitions. The policy of the Government is to conserve for domestic use all of the sulphur available, as well as to stimulate production.

APPEAL TO PAPER COMMITTEE.

The Canadian news print mills, fearing a serious curtailment of production, immediately appealed to the paper committee of the American Newspaper Publishers' Association in New York to aid them to procure an adequate supply for the continued full capacity production of their plants.

The matter was quickly brought to the attention of the Federal Trade Commission, and subsequently was taken in charge by Vance McCormick, of the Harrisburgh (Pa.) Patriot, who is the chairman of the Export License Bureau.

The news print situation, as it confronts American publishers, is so well known in Washington, with the Government dependent in substantial measure upon the normal performance of the press function, that the sulphur matter received immediate consideration.

SITUATION REASSURING.

THE EDITOR AND PUBLISHER correspondent was informed by high authority that the situation was reassuring, and that early relief could be hoped for.

Newspaper men in Washington close to the situation declared that the matter was well in hand, and the outlook was not regarded as serious.

This may mean that the Government may be induced to lift the embargo as it affects the news print industry in Canada, which, through restricted curtailment of production, would, of course, be a blow to the plans of the publishers and coöperating Government officials, looking to a readjustment of the paper situation to normal conditions.

Approximately 130,000 tons of sulphur were exported from the United States last year.

Observe Anniversary

The Amsterdam (N. Y.) Evening Recorder and Daily Democrat celebrated August 20 as the forty-fourth anniversary of the founding of the Amsterdam Weekly Democrat, which, after consolidation with the Recorder in 1893, and a change of name again in 1902, has grown into the Evening Recorder and Daily Democrat of to-day.

they consult the paper committee of the American Newspaper Publishers' Association, World Building, New York.

Frank P. Glass, of the Birmingham News, who is chairman of the paper committee of the A. N. P. A., was in New York this week, in close touch with the rapidly moving events.

Embargo on News Print

The Swedish Government has prohibited the exportation of news print paper because of the shortage of timber, coal, and sulphur for the manufacture of pulp, according to cable dispatches received in this country this week.

Day Off as Prize

An extra day off for the best unassigned feature story printed during the week is being offered members of the local staff of the Detroit Free Press. Winners so far have been Henry Plass, Theodore Delavigne, and Thomas H. Dinenny.

Tobacco for Soldiers

The "Boys in France Tobacco Fund," which is being conducted by the Providence Journal and Evening Bulletin for the first week showed wonderful results. The receipts were \$3,599.

INFORM CONGRESS NEWSPAPERS DO NOT GET BENEFIT OF \$89,000,000 POSTAL SUBSIDY

Southern Publishers Present Striking Memorial Showing Daily Press Pays Its Way in Postoffice—Circulate Largely in 300 Radius—Average Transportation Cost Within 300 Miles Only 48 Cents Per Hundred Pounds—Magazines Are Real Beneficiaries of Government's Second-Class Privilege.

By MARLEN PEW.

FOR the first time in the prolonged debate of the question of the Government's policy of "subsidizing" publishers by granting one-cent per pound postal rates, the issue has been clearly drawn in Congress between the magazines and the newspapers.

Although members of Congress have always linked the two in their discussions, making it appear that the newspapers were receiving stupendous gifts from the government, publishers of the daily press have been silent these many years, but in view of the present zone-system discussion this silence has been broken by a committee of newspaper publishers who, in a notable memorial to Congress, have stated the issue squarely.

It is revealed that the Government may be giving magazine publishers eight cents worth of service for one cent, but it is not true that the newspapers are important beneficiaries of this subsidy. The \$89,000,000 annual postal deficit on one-cent postal rates is not chargeable to newspapers.

STATEMENT OF COSTS

A painstaking investigation of second-class postal costs shows that the newspaper industry is paying its own way. The cost to the Government of transporting newspapers within a 50-mile radius, on a most liberal calculation basis, is a trifle more than seventeen one-hundredths of one cent per pound. The cost in a zone of 150 miles is a trifle more than forty one-hundredths of one cent and the cost in a zone of 300 miles is a fraction more than 78 one-hundredths of one cent per pound.

Therefore on the vast bulk of newspaper mail (as newspaper circulation is largely limited to a 300-mile radius) the one-cent per pound rate charged by the Government more than covers the cost of transportation.

These figures do not comprehend overhead charges, but the difference between the one-cent rate and the actual transportation cost, especially in view of the bundling and routing services the newspapers render and the fact that rural routes are carried by salaried men, makes it clear that the Government is at least collecting from the newspaper what the Government expends for the postal service rendered.

INJUSTICE TO DAILIES.

There are metropolitan dailies with large mail lists extending to all parts of the country, which, figured upon exclusively, might be shown to be paying less than transportation costs, but American newspapers, as an industry, separate and apart from the magazine and periodical industry, is not the beneficiary of the \$89,000,000 "subsidy" to which members of Congress so persistently refer each time an issue arises between the publishers and the

FACTS REFUTE THE CHARGE THAT NEWSPAPERS ARE SUBSIDIZED

The Government loses \$89,000,000 per annum in carrying printed matter at 1 cent per pound.

The bulk of newspaper circulation is not carried beyond 300 miles.

The average cost of transportation for 100 pounds of newspaper mail, within 300-mile zone, on a liberal calculation, is under 49 cents.

For the first time the fact is revealed to Congress that magazines, not newspapers, are responsible for the huge postal deficit.

In justice to the newspapers Congress is asked to maintain the one-cent per pound rate in a 300-mile zone.

The statements of Senator Reed Smoot and others that newspapers are not entitled to advertise the Liberty Loan on a business basis with the Government, because of postal benefits received, is refuted by statement of facts.

Government such as the present urgent issue of a business-like payment by the Government for newspaper advertising of the Liberty Loan bond issue.

It is appropriate, in view of these revelations, to state that it was the newspapers, not the magazines, which advertised, gratuitously so far as the Government was concerned, the June war-loan bonds and made the first Liberty bond campaign a memorable success. The newspapers, not the magazines, did this big thing, but the argument that is raised against a fair payment by the Government for the advertising of the second loan is that the Government has "subsidized" the daily press through postal rates and that the newspapers should now reciprocate.

WHAT SMOOT SAID.

Listen to Senator Reed Smoot, of Utah, speaking last week: "If the Government was to look at the subject (paying for advertising the second Liberty Loan issue) on a business basis, it might be well for the publishers to take a view of the other side of the proposition, and if this were done the publishers ought to pay a substantial portion of what it costs the Government to carry the newspapers and the magazines. It costs the Government in the neighborhood of \$70,000,000 more than the Government receives to carry the newspapers and magazines."

This is familiar ground. Newspaper men have been hearing such talk since 1885, when the law was passed giving low cost transportation to printed matter as a means of fostering popular education.

But the gentlemen at Washington now know that newspapers do not now, never have, and never will depend for

their existence upon Government bounty through postal rates.

The time may have come for the Federal Government to withdraw its support from the educational function of second-class matter, an institution which divides honors with the public schools in having produced the highest average of literacy in the United States of any country. We have only 106.6 illiterates per thousand of population. Russia, groping for substantial democracy, has 725.8 illiterates among a thousand.

STARTLING FIGURES.

Second-class postage brings to the Government about \$11,000,000 per annum. The cost is said to be around \$100,000,000, making a net "loss" to Uncle Sam of \$89,000,000. First-class mail matter, at 2 cents per ounce, produces about \$80,000,000 annual profit to the Government.

During the past twenty years the so-called bounty to publishers has increased from \$30,000,000 to nearly \$90,000,000.

Senator McKellar, of Tennessee, said in the Senate last week, while speaking in favor of the zone system: "I do not know whether it is thoroughly known or not just what remarkable gifts we are making publishers, year by year in our various appropriation bills under this arrangement. I am going to illustrate by referring to two or three well-known examples: The Curtis Publishing Company, of Philadelphia, own and publish three papers that I know of. One is the Saturday Evening Post, the second the Ladies' Home Journal, and the third is the Country Gentleman. The Government, by way of bounty, under the present flat rate, pays to that company in the way of transportation of its paper known as

the Saturday Evening Post a little more than \$3,000,000 per year. Altogether these three cost the United States Government for transportation as second-class matter about \$4,300,000, and about 60 per cent. of the matter in those papers is advertising matter."

THE BIG EXCEPTION.

Senator McKellar then stunned many of his colleagues by bringing out the facts in regard to the DIFFERENCE between the position of the newspapers and that of the magazines, in the matter. While the magazines depended in large measure upon the postal department as a circulation medium, the newspapers, as an industry, were generally paying their way, according to transportation cost.

It was Senator McKellar who presented to Congress the newspaper memorial, signed E. B. Stahlman, of the Nashville (Tenn.) Banner; Louis J. Wortham, of the Forth Worth (Tex.) Star-Telegram; Robert Ewing, of the New Orleans (La.) States; Urey Woodson, of the Owensboro (Ky.) Messenger, and Lafayette Young of the Des Moines (Ia.) Capital.

This striking document set forth that as "many statements coming from various sources and unwittingly admitted in a way, even by the publishers of newspapers, that the Government had favored newspapers in the matter of postal rates," an independent investigation of the matter was begun last May by a member of the committee, for the purpose of ascertaining the exact cost to the Government of the transportation of newspaper mail, as distinguished from magazines and periodical mail.

The figures were ascertained through the cooperation of officials of the Postal Department, and John A. Moon, chairman of the House Committee on the Post Office and Post Roads.

EXACT COSTS FOUND.

The result of the inquiry, on a liberal basis, allowing 40 per cent. for all cars returned empty, fixed the cost of mail pay one way, 100 pounds, 60-foot car basis, as follows:

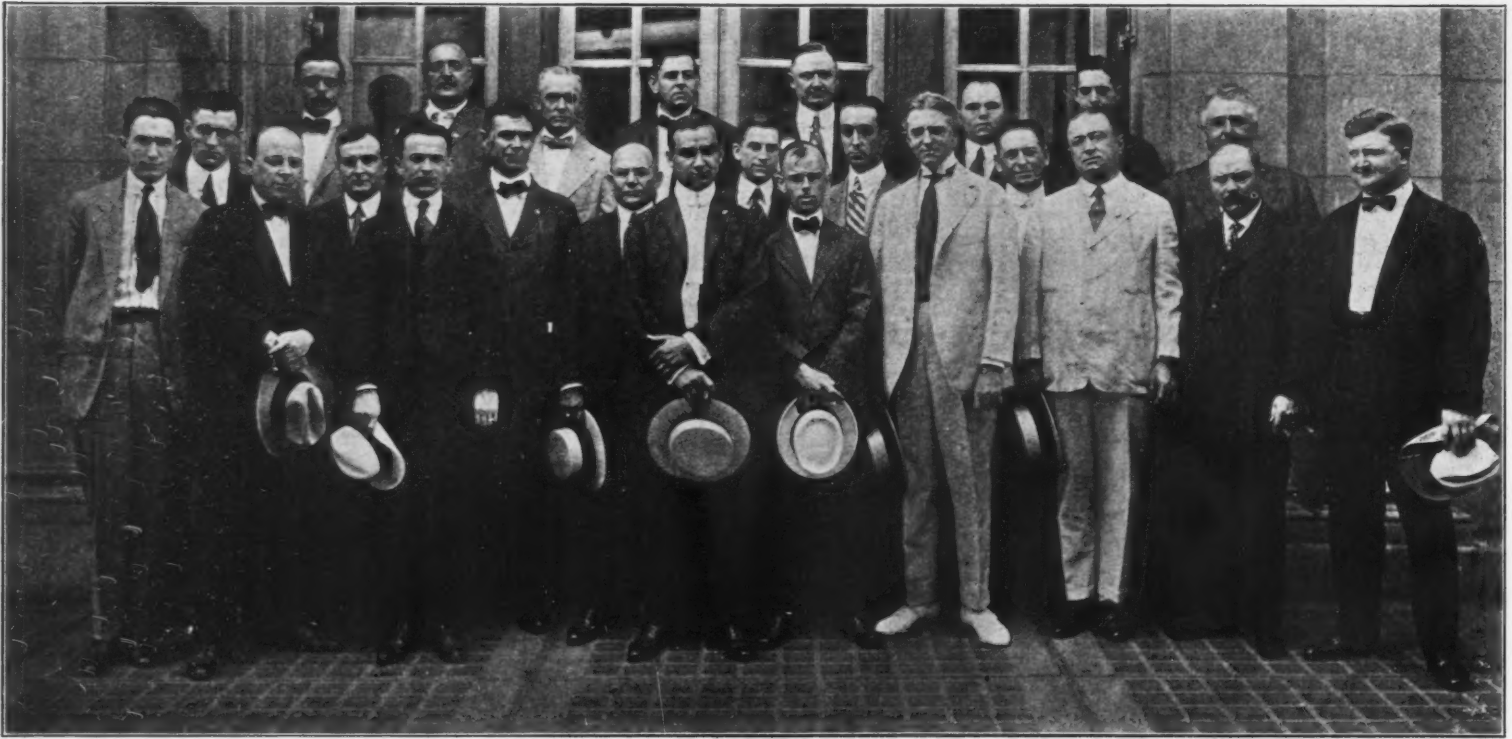
| | Cents per 100 lbs. |
|------------------------------|--------------------|
| First zone, 50 miles | 0.17 8-24 |
| Second zone, 150 miles | 0.40 6-24 |
| Third zone, 300 miles | 0.78 4-24 |

Making the average cost for the first two zones 0.29 cents per 100 pounds and for the three zones 0.48 6-24 cents per 100 pounds.

"The suggestion has been advanced that the foregoing figures are erroneous, and that the estimate of the daily weight of mail carried upon which they are based will not average 12,000 pounds per car," the memorial states.

"Assuming the daily average to be less than 12,000 pounds, it is equally true that the estimate of cost is based

(Continued on page 23)



SOME OF THE CHARTER MEMBERS OF THE NEW YORK STATE CIRCULATION MANAGERS' ASSOCIATION.

EMPIRE STATE CIRCULATORS ORGANIZE WITH REPRESENTATIVE MEMBERSHIP ROLL

At Organization Meeting, in Schenectady, J. M. Annenberg Was Elected President and James McKernan Vice-President of New York State Circulation Managers' Association—Next Meeting to Be Held in Syracuse November 14.

THE New York State Circulation Managers' Association was launched this week at a special meeting held Wednesday at Schenectady. Nearly a score of circulation managers, representing newspapers in all parts of the State, were present.

J. M. Annenberg, of the Schenectady Union-Star and James McKernan, of the New York World, addressed the circulators, and outlined to them the objects of the proposed association, emphasizing the advantages of cooperation and of helpful discussion of problems common to all circulation men, in small as well as in large newspapers.

A permanent organization was quickly effected. J. M. Annenberg was elected President; James McKernan, Vice-President; J. O. Taft, of the Binghamton Republican-Herald, Secretary and Treasurer.

The following directors were elected: William Henry, New York American; A. J. Gerber, Syracuse Journal (two year terms); M. D. Treble, Buffalo Times, and R. D. M. Decker, Albany Knickerbocker-Press (one year terms.)

Following the election of officers a vote of thanks was extended to Edward Gans, of THE EDITOR AND PUBLISHER, in recognition of his assistance in organizing the new association. Mr. Gans was elected as the first honorary member.

ADDRESS BY MAYOR-CONGRESSMAN.

At noon the association members were entertained at a luncheon as the guests of the Union-Star and the Gazette. George R. Lunn, Mayor of Schenectady, who is also representative in Congress for the Schenectady district, welcomed the visiting circulation men to the city in a speech which was of deep interest to them. Mr. Lunn told them that he was unalterably opposed to the various

forms of discriminatory taxation on newspapers which were being advocated in Congress, especially the proposition to increase the postal rates. He did not believe that the newspapers were responsible for the great loss sustained each year by the Government in carrying second-class matter, but suggested that congressmen themselves were responsible for a goodly part of this deficit because of the vast amount of franked matter which they sent through the mails, much of it wholly useless to their constituents and all of it a direct expense to the Government. Mr. Lunn explained that he is not merely opposed to the zone-system—believing that it would tend to sectionalize the country and to suppress the dissemination of knowledge and to limit the distribution of enlightening literature—but he is opposed to any flat increase in second-class rates, believing that the annual deficit should be made up from other sources, and not through a tax on intelligence.

F. R. Champion, publisher of the Union-Star, also addressed the circulators, and assured them that he was one of those publishers who valued the

work of the circulation men above that of men in other departments of the newspaper. He considered that correct selling methods and policies were quite as essential for a newspaper as for any other business, and he considers the circulation man the salesman-in-chief for the newspaper.

Mr. McKernan spoke to the members on the advantage of belonging to the international organization, and urged those not affiliated with the I. C. M. A. to attend the Atlanta convention in October.

The afternoon session was devoted to a discussion of the programme outlined in last week's issue of THE EDITOR AND PUBLISHER.

On the invitation of the three members from Syracuse it was decided to hold the next meeting in that city on November 14.

The charter members of the new association, who were present are:

J. M. Annenberg, the Schenectady Union-Star; M. D. Treble, the Buffalo Times; Chas. H. Congdon, the Watertown Times; E. W. Van Deusen, the Schenectady Gazette; R. D. M. Becker, the Albany Knickerbocker Press; W. C. Hixon, the Syracuse Post-Standard; John W. O'Connor, the Albany Knickerbocker Press; John O. Taft, the Binghamton Republican-Herald; A. J. Gerber, the Syracuse Journal; E. S. McIntyre, the Syracuse Herald; J. M. McKernan, the New York World; Martin A. Miner, the Utica Observer; W. M. Henry, the New York American; Frank McDuff, the Albany Times-

Union; Alfred W. Cockrell, the Utica Press; Frank Frugone, the New York Italian Bolletina; E. C. Hanford, the Poughkeepsie Eagle-News; G. N. Thermen, the Buffalo News.

The following, unable to attend, requested to be counted as part of the organization:

J. W. Cowherd, the Niagara Falls Journal; J. E. Klock, the Kingston Freeman; Victor Ryberg, the New York Telegraph; Samp P. Booth, the New York Globe; John A. Breman, the Yonkers Statesman, and G. P. Williams, the Geneva Times.

TEXAS CIRCULATION MEN ELECT OFFICERS

Next Annual Meeting of Texas Circulation Managers' Association Will Probably Be Held at Galveston—Next Meeting Place in Hands of Officers and Directors.

The annual convention of the Texas Circulation Managers' Association was held in Beaumont Thursday and Friday, August 16 and 17. At the close of the second day, officers were elected as follows: R. B. Kinard, Beaumont, president; Luther Bernard, El Paso, vice-president; T. M. Smisson, Houston, secretary and treasurer. The newly elected directors are: Harold Hough, Fort Worth; M. W. Florer, Dallas; E. C. White, Houston; Herbert Peters, Galveston; John Wood, El Paso, and A. L. Forbes, Houston.

The Association adopted a resolution asking that the international association hold its next convention in Texas.

While it was not definitely settled, it is expected that the next meeting of the Texas circulation managers will be held in Galveston.

Paris Paper Ignores Decree

The Paris Libre Parole has refused to increase its price to two cents, as provided by a recent Ministerial decree. The order is denounced as "without legal base" and an "intolerable encroachment on the liberty of the press."

Earl Owen and Luther G. Smith, of the circulation department of the Harrisburg (Pa.) Telegraph, have enlisted.



OFFICERS AND DIRECTORS OF THE NEW YORK STATE CIRCULATION MANAGERS' ASSOCIATION.

Top row—William H. Henry, R. D. M. Decker, A. J. Gerber.

Bottom row—James McKernan, J. M. Annenberg, John O. Taft, N. D. Treble.

NATION-WIDE MARKET FOR LIBERTY BONDS MAY BE CREATED THROUGH ADVERTISING

Great Campaign of Paid Advertising, Reaching Every Home in the Land, Would Rally to the Colors the Dollars of the People, and Persuade Them to Become Stockholders in Their Government—Secretary McAdoo Now On Record as Favoring the Purchase of Advertising as a Commodity.

SECRETARY McADOO, in his recent conference with members of the National Advertising Advisory Board, desired to make it plain that the Government had not asked the newspapers for free advertising space in connection with the first issue of bonds.

It must be recalled, however, that the Government, while standing in obvious need of such advertising space, did not buy it, nor propose to buy it.

It is true, too, that advertising men, acting for local Liberty Loan Committees in the various Federal Reserve districts asked the newspapers to donate large space to advertisements of the bonds, offering attractive copy for free use. These requests may not properly have been attributed to officials of the Government, of course, but they had behind them the same force that such requests would have carried if they had come from the Secretary of the Treasury himself.

The Secretary places himself on record as approving in principle a campaign of paid publicity for the next issue. He appreciates that the Government should pay for its advertising. His misgivings as to the matter are natural, but need not be controlling. These misgivings relate to the difficulties of carrying on such a campaign without appearing to discriminate between various advertising media. He fears that the Government might be placed in the position of certifying to its belief that one form of advertising is more valuable than another; that, if the bulk of the money available should be expended for newspaper space, the poster and car card interests would have cause for protest.

But the Secretary DOES BELIEVE THAT THE GOVERNMENT SHOULD ADVERTISE THE WAR BONDS, and he DOES BELIEVE THAT THE ADVERTISING SHOULD BE PAID FOR, on a commodity basis. This means that Mr. McAdoo is open to suggestions of ways and means—and these he will be in a position to secure from the able men forming his board of advisors on advertising problems.

The sensible course to pursue, in the matter of planning an effective campaign, is the course which a manufacturer or merchant would follow in advertising a commodity or a store. The Government's appropriation for advertising—if one shall become available—should be expended with the sole aim of securing results, of marketing the bonds. These forms of advertising which are approved by successful business men may be safely adopted by the Government.

There should be no consideration given to the matter of wounding the feelings of sellers of advertising. The Government does not buy obsolete guns in order to escape the charge of favoritism. It buys the best guns, the best shells, the best equipment. It must follow that plan in buying advertising. The personal and the political considerations must be eliminated.

Inevitably the largest part of any wisely-spent appropriation for advertising the bonds will go to the newspapers. That is because the newspapers are the chief channel of communication with the people of the country—the source of their information on current affairs in the world. The people respond to newspaper advertising. Through it the selling appeal of the bonds may be made, with equal force and simultaneously, to all of the people of the country. Through it the people may be brought to united action in lending their strength to the nation's cause.

But the important thing at this moment is that the Government shall not imperil the success of the next bond issue through adhering to the policy pursued in marketing the first. When the Government is committed to the sound commercial policy of adequately adver-

tising its bond offerings, and of paying for that advertising, the matter of the details of planning a wise campaign may be easily solved.

The publishers of newspapers have been more or less mute in this discussion, for the reason that they are sure to be accused of purely selfish motives in advocating a policy which would naturally bring to them something of revenue. Realizing, through the period of the first sale, that the method was equally unfair to the Government and to the newspapers, they were inclined to make the best of it, and did contribute generously, prodigally, of their news and editorial space—and in many instances of their advertising space—in order that the first offering of bonds might meet with such a response from the people that the prestige of the nation might be assured, and the loyalty of our people demonstrated.

The man in Congress or out of it who can see nothing in the agitation for a paid advertising campaign except increased advertising revenues for the newspapers, is not capable of taking a broad view of the question. In his mind the Government would be buying advertising to placate the newspapers, not to serve a national need.

When a surgeon advises a serious operation he does not have in mind the fee which he might earn through performing it. He is influenced solely by his knowledge that the operation IS IN THE INTEREST OF THE PATIENT. His own interest, aside from his professional pride in performing it with skill and success, is incidental. He sees the life of the patient in the balance. He sees the remedy. He advises accordingly.

Uncle Sam must sell his war bonds. Unless he can do this promptly, enlisting the cooperation of all the people, his credit, his prestige, his strength as an ally of the nations fighting for free institutions, will be impaired. He is organizing a gigantic military effort, calling for greater expenditure of money than any nation has ever faced. His citizens have the money. They are patriotic. They will respond to the nation's need. But they must be made to understand that need—to realize how it comes home to them individually.

Thus Uncle Sam's selling task is, obviously, an advertising task. Advertising space is the product of a manufacturing business, quite as fully subject to manufacturing costs as steel rails. It is bought and sold on the same commodity basis.

The Government buys munitions because it needs munitions—not because the manufacturers of munitions need Government orders. The Government should buy advertising because of the NEED OF ADVERTISING—not because publishers and others sell it.

THE EDITOR AND PUBLISHER repeats that the nation's interests—interests involving the country's ability to defend successfully the institutions under which we live—are at stake in this matter. The so-called selfish interests of sellers of advertising are incidental and negligible. The problem of unifying public sentiment in full dollar-support of the nation at war is a fundamental one. It can be solved. It can be solved through a great national campaign of advertising, getting home to the people the patriotic and the economic appeal of the war bonds. It can be muddled, muddled hopelessly, through an endeavor to follow the selling plans used in floating the first issue.

The "open to conviction" attitude of Secretary McAdoo is admirable. It should be followed quickly with the sort of action which comes from full conviction.

FOR GOVERNMENT ADVERTISING PAY THE COST AND A FAIR PROFIT

By J. T. MURPHY,

President, the Superior, Wis., Telegram.

Perhaps you will recall that at the time of the sale of the first lot of Liberty Bonds, I wrote a letter or two, on behalf of the Telegram, offering every sort of advertising, including local, editorial, and display, free to the Government, but I recommended further that other institutions doing business with the Government in war matters should be expected to extend treatment equally as liberal. This correspondence, as well as replies thereto from the Federal Reserve Bank of Minneapolis, was published in full in THE EDITOR AND PUBLISHER, with appropriate editorial comment. It was also printed in detail in the Congressional Record and elsewhere.

I think I suggested to the Federal Reserve Banks the criticism that they should ask from the newspapers donations of merchandise, meaning strictly display space, only to the extent that other industrial and mercantile institutions should be called upon for such donations.

NEW SUGGESTIONS.

Now there appears to be another Liberty Loan in sight. In order that there may be no misunderstanding when the next Liberty Loan is on, I am taking the matter up again with the Congressman from this district, the Hon. I. L. Lenroot, and desire to recommend to the Government and newspapers in general the following suggested offer of full cooperation:

The newspapers, as heretofore, should give liberally, and entirely gratis, space in the news and editorial columns to aid the campaign. There should be no restrictions in this connection—both news and editorial space should be as free to the Government as water to

the soldier, or, when, furthermore, the Government feels, as it may, that it needs display space, then let this display space be furnished to the Government on the same basis as that agreed on by the steel manufacturers and other patriotic producers of war material, namely, cost of production plus a reasonable per cent. of profit.

GOVERNMENT TO FIX PRICES.

The newspapers should not dictate the method by which the cost of display space should be determined. Every newspaper publisher and every accountant familiar with newspaper publishing knows that a certain rate per inch for advertising, will pay the expense of operating the newspaper, and a further increase of the rate beyond this point makes profit. After investigation, the Government might fix the percentage and the rate. If, in the judgment of the Government, this display space should be rendered on a basis of cost without any profit, the Telegram, as one newspaper, has agreed to tender its display on this basis.

Inasmuch as you were kind enough to give my correspondence on this subject such gracious consideration at an earlier time, I am submitting to you this proposal, with the idea that you may, if you think it equally worthy, give it publicity.

I am sending a copy of this letter to Mr. Hopewell Rogers, president of the American Newspaper Association, and a few other prominent people who may be interested.

I wish to say I fully appreciate the efforts your paper is making in this and other lines in the interest of newspapers generally.

WANTS EXPLANATION OF WHOLESALE SUPPRESSION

Senator Hardwick, of Georgia, Asks Postmaster-General for Information Concerning Refusal of Post Office Department to Handle Certain Publications.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, August 21.—Information, not incompatible with the public interest, is requested of the Postmaster-General, by a resolution of Senator Hardwick, of Georgia, as to whether newspapers, magazines, or other publications have been excluded from the mails or denied second-class mail-matter privileges under provisions of the Espionage law, recently enacted.

The resolution is addressed to the Postmaster-General, requesting information particularly about such publications as *The Masses*. Senator Hardwick, in presenting the resolution, made the following statement:

EXPLAINS MASSES CASE.

"I wish to instance one case that has recently occurred in which it seems to me that the position of the Department is thoroughly indefensible. There is a publication in New York called *The Masses*, a magazine almost revolutionary in its type and in its sentiment. I am not prepared to either endorse or condemn many of the things that publication contains, but, at the same time, I want to direct the attention of the Senate, in this preliminary way, to what has happened in respect to that publication.

"Within the last few months that publication carried four cartoons representing its views on the pending public questions of gravest importance and moment. It had three or four articles with respect to its views on those same questions, one particularly assailing the President of the United States for his inconsistency in respect to certain views which he now entertains and certain positions that he now occupies, and comparing previous utterances of the President with his present utterances and his present positions.

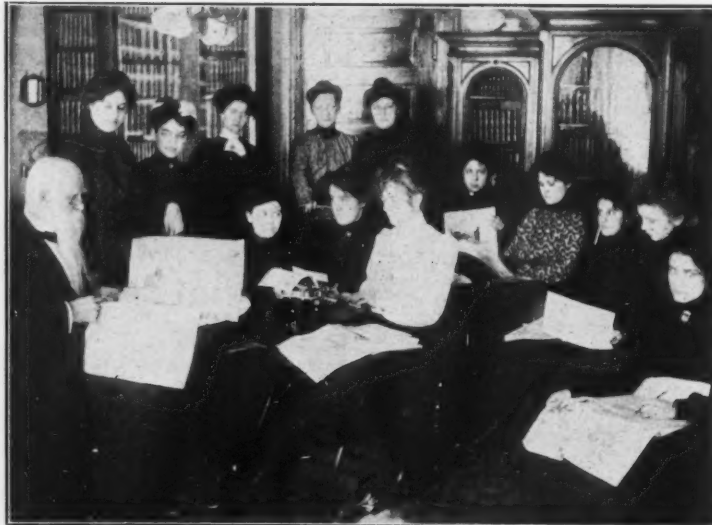
"On that account and for that reason, acting under certain provisions of the Espionage law which it was alleged were applicable to the case, the Post Office Department denied this publication the use of the mails, and denied it entry as second-class mail matter. The publisher sued out a mandatory injunction before the United States Judge of the Southern District of New York. That injunction came on to be heard, and the presiding Judge decided that, without reference to the merits or demerits of the views and cartoons as contained in this publication, they were merely the free expression of opinion as to governmental policy, and that, as long as this remained a free country and its citizens continued to possess the right of free speech, no one had the right to deny the right of this publication to express these views, even if they did not concur therein.

COURT ISSUES INJUNCTION

"Therefore, the Court issued a mandatory injunction against the Post Office Department. Following that decision the Government appealed to the Circuit Judge of that circuit, presiding in Vermont, and that Judge, I think his name was Judge Hough, under a provision of the judicial code authorizing it, suspended the operation of the mandatory injunction, *pendente lite*.

"Of course, that is just the history of what happened in a preliminary way. But now comes the remarkable part of

PIONEER TEACHER OF JOURNALISM WILL CELEBRATE 85TH BIRTHDAY MONDAY



DR. W. T. MOORE AND ONE OF THE FIRST JOURNALISM CLASSES IN THIS COUNTRY. THE PHOTOGRAPH ABOVE WAS TAKEN AT CHRISTIAN COLLEGE, COLUMBIA, MO., IN 1901.

ON Monday of this coming week, Dr. W. T. Moore, editor and writer, and one of the first teachers of journalism in the United States, will celebrate his eighty-fifth birthday. And that recalls some interesting facts concerning instruction in journalism in the colleges and universities.

In the early eighties, Dr. Moore, who was then in newspaper work in London, proposed instruction in journalism in the colleges. Later he went to Columbia, Mo., to start a Bible College. In that institution Dr. Moore gave "some practical instruction to young women who thought they might wish to pursue newspaper and literary work." Their class paper was known as the *Rag-Time Gazette*. The picture above shows Dr. Moore with his class in journalism.

Dr. Moore, for sixty years, has been a preacher, educator, author, and editor. He spends his summer at Pentwater, Mich., and has a winter home at The Palms, Eustis, Fla.

Dr. Moore is now at work on the second volume of a work he edited fifty years ago. Of the twenty-eight contributors to that first volume Dr. Moore is one of three still living.

When Dr. Moore began instruction in journalism twenty-seven years ago he little dreamed that to-day there would be nearly two hundred men and women in one hundred and nineteen colleges and universities offering instruction in journalism to nearly 5,000 students. Dr. Moore did pioneer work. In the same town where he did his first instruction in journalism—Columbia, Mo.—was established the first school of journalism—at the University of Missouri—the institution which to-day can truthfully boast of being the oldest school of journalism in America, and which is the second largest in the United States. Walter Williams, president of the World's Press Congress, is the dean of that famous school.

it. Since all that has happened the Post Office Department has issued an order suspending the use of the mails as second-class mail to this publication because it has not been issued and published regularly. In other words, the Post Office Department, among other things—it may have other contentions, but this seems to be the principal one—first denied the use of the mails to this publication, and, finally, when held up in the courts with the only decision that has been so far had against them, turned to another provision of law and said to the publisher, "Well, you cannot continue to use the mails, because you have not been going regularly through the mails at the time you were prevented from doing so by our order." If that is not taking advantage of your own wrong, I do not know how else to put it. It seems to me that is too arbitrary a proceeding to be countenanced in this country of free speech."

Change Place of Convention

The Advertising Affiliation Convention will be held some time in October at Rochester, N. Y., instead of at Syracuse, as originally planned. Unfavorable conditions in Syracuse will not permit holding the convention there.

WAR PHOTOGRAPHS FOR ALL

Government Bureau Will Not Favor Special Publications in Releasing Photos.

The editors of the pictorial sections of the New York Sunday newspapers and the art managers of the illustrated weeklies met in conference on Wednesday, at the Prince George Hotel, for the purpose of discussing with Kendall Banning, director of the Division of Pictures of the Bureau of Public Information at Washington, a plan for the distribution of the Government's official war photographs. It was ascertained that these photographs would be made available to all alike as soon as the Government censors release them.

Among those present at the conference were: William Johnson, of the World; L. L. Palmer, of the Sun; F. A. Eaton, of the Tribune; C. M. Graves, of the Times; R. D. Henkle, of the Herald; F. L. Splitstone, of Leslie's; L. Cary and D. Casey, of Collier's, and H. J. Howland, of the Independent.

Judge Goodwin Ill

Judge C. C. Goodwin, editor and author, for twenty-one years editor-in-chief of the Salt Lake City (Utah) Tribune, is critically ill at his home in Salt Lake City.

MAY VOTE NEXT WEEK ON TAXES AND ZONES

Action Close on Vital Publishing Questions in Congress—Details of McKellar and Hardwick Amendments—Weeks Wants Taxes and Postal Increases Eliminated—Debate May Be Prolonged.

WASHINGTON, August 24.—A vote is expected early next week on the question of the rate upon second-class mail matter, and on the 5 per cent. tax upon excess profits of publishers of newspapers, as provided for by the Senate Finance Committee.

The Senate Committee has eliminated the House zone system of taxing the second-class rate, and substituted a quarter of a cent flat raise. Senator Hardwick, of Georgia, and Senator McKellar, have also by amendment proposed zone and graduated taxes as a substitute for the House and Senate Committee provision.

Senator McKellar's is a straight zone substitute, but Senator Hardwick's taxes the reading matter and the advertising matter of a publication at different rates.

Senator Weeks, of Massachusetts, has offered an amendment in the Senate to both eliminate the increased rate on second-class mail matter, and the 5 per cent. excess profit tax.

Senators are being urged by mail and personal calls to support the various propositions. Considerable debate will probably be had in the Senate before definite action is taken regarding these two matters. Senator McKellar's amendment provides:

"Local, first, second, and third zones (under 300 miles), 1 cent per pound.

"Fourth zone (300 to 600 miles), 2 cents per pound.

"Fifth zone (600 to 1,000 miles), 3 cents per pound.

"Sixth zone (1,000 to 1,400 miles), 4 cents per pound.

"Seventh zone (1,400 to 1,800 miles), 5 cents per pound.

"Eighth zone (over 1,800 miles), 6 cents per pound;

"Provided, That free-in-county circulation provided by law shall continue as at present: And provided, further, That the Postmaster-General may hereafter require publisher to separate or 'make up' to zones, or in such manner as may be directed, all matter of the second class when offered for mailing."

The Hardwick amendment provides that second-class rates shall continue as at present until June 30, 1918, for the portion of the publication devoted to reading matter other than advertising, and 3 cents a pound or fraction thereof for the portion devoted to advertising, and, beginning July 1, 1918, and until June 30, 1919, the rate of postage shall be 1 cent a pound or fraction thereof for the portion devoted to reading matter other than advertising, and 6 cents a pound or fraction thereof for the portion devoted to advertising; and, beginning July 1, 1919, and thereafter, the rate of postage for the portion devoted to reading matter other than advertising shall be 1 cent a pound or fraction thereof and 8 cents a pound or fraction thereof for the portion devoted to advertising.

Hearst May Run for Mayor

William Randolph Hearst has been named in an unauthorized petition, to run for mayor of New York in the Democratic primaries, against Judge John F. Hylan, the choice of the Business Men's League, the Democratic Fusion Committee and Tammany Hall.

JOHNSON DOESN'T THINK MUCH OF CENSOR'S RULES

Senator From California Ridicules Instructions Given to Newspapers by Committee on Public Information—Says What Is Needed Is More and More Publicity.

WASHINGTON, August 20.—The absurdity of requesting the newspapers of the country to speak of "a Pacific port" or "an Atlantic port" was held up to ridicule in the Senate to-day by Senator Johnson, of California.

"I have an abiding confidence in the American people," he said. "There has never been a time in all our history when the American people have not risen superior to any crisis. All they ask is that they shall be treated with equality, with honesty, and with truth in this great cataclysm. The American people, with the burden that has been put upon them, with the sacrifices that are demanded of them, are entitled to equality in every law, to honesty, and to truth.

CONFIDENCE IN PEOPLE NEEDED.

"To-day I think that I echo what is in every Senator's heart when I say that that has not been put forth to the American people which should be put forth in clarion tones unto them. The mode in which they are given their publicity now is here stated concretely in a very simple illustration. Recently a Japanese Mission came to San Francisco. They arrived there on a certain day last week. Four weeks ago I had the invitation to attend the ceremonies and the various entertainments in behalf of that Mission.

"For three weeks all the newspapers of the city of San Francisco have been exploiting the arrival of that Mission and that Mission's views, and here in Washington and in the East, although all California had published every detail, we read each day 'At a Pacific port.' Can you tell me upon what principle that sort of dealing should be indulged in with a people intelligent and critical, a people patriotic, and a people self-sacrificing?"

RIDCULES RULES.

"'At a Pacific port,' we learn here, the Japanese Mission landed, and then, with the names carefully omitted, the various functions had in their behalf are told us. In my office are the San Francisco papers describing in detail all the dignitaries who were present and all the individuals who participated, and everything in respect to the matter.

"It may be that, in the peculiar and singular sort of mentality we now and then observe, some gentlemen in Washington with a peculiar mental strabismus have thought that thus by saying 'At a Pacific port' in Washington, or in Brooklyn, or in New York, or in Boston, by that very token we prevented any enemies there from knowing whence this particular delegation came or what was done in its behalf when it reached this nation.

"I mention this very slight example because it is typical, and for those who are striving with all their might, who are going forward with all the force they are capable of, who are indeed overflowing with patriotism and desire to serve their land, I ask publicity and truth in this war—nothing more than that in return for their burden and in return for their sacrifices."

New Georgia Daily

The Cordele (Ga.) Dispatch will be converted into a daily newspaper within a short time.

FRED APPELEGET GOES FROM OLD BROADWAY TO CAMP PIKE ON BIG ASSIGNMENT



FRED APPELEGET.

LOOKING at this equestrian it must be admitted that "the man on horseback" is coming into his own again. That is, at least down in Camp Pike, somewhere in Arkansas.

Newspaper and publicity writers are used to doing their work under all kinds of conditions. Few of them are so fortunate as Fred B. Appieget, the well-known New York publicity man, now down in the Southwest handling the publicity for the Stewart Construction Company of 30 Church Street, New York, which is building one of the big cantonments to house Uncle Sam's draft army.

Mr. Appieget has been associated with some big publicity work, which he has handled with marked success. Some of the notable campaigns with which he has been associated were the opening of the transcontinental telephone line between New York and San Francisco, the Boy's Club campaign, and the campaign of the Jewish Federated Charities, which raised \$10,000,000. He also did splendid publicity work for the New York public markets, and has many warm friends among the men who make up Borough President Marks's official family.

Not only as a publicity man of high standing, an advertising expert whose judgment is highly regarded and frequently sought, but as a forceful writer, Mr. Appieget has won an enviable place among the men who have won distinction with the pen.

As editor of Newspaperdom, and as a member of the advertising staff of the Baltimore News, he demonstrated his versatility and resourcefulness.

Letters to friends in the city show that "Fred" is not only having the time of his life, but is grasping the unusual amount of detail involved in the big construction job, and the result will be some real "big stuff" in the way of publicity which this great patriotic service deserves.

It's a long way from Broadway to Camp Pike, somewhere in Arkansas, but the friends of Fred Appieget—and they are legion—all agree that a much longer "hike" than that would be necessary to find another man so well qualified to handle this important assignment.

German Editor Arrested

Curtis Ackerman, editor and publisher of the Little Rock (Ark.) Staats-Zeitung, a weekly paper published in German, was arrested recently, charged with attempting to interfere with the operation of the Draft law and with publishing pro-German articles. He was released under \$2,500 bail. Charles Weber, an employee in the advertising department of the Little Rock Gazette, testified that Ackerman offered to give him a harmless powder to take which would make him temporarily ill, and, therefore, unable to pass the physical examination for the draft.

Sues Milwaukee News

The Milwaukee Daily News is defendant in a suit brought in Circuit Court at Stevens Point, Wis., before Judge B. B. Park, by the Nekoosa-Edwards Paper Company for the payment of a print paper bill. The News resists payment of the bill on the ground that the paper company is member of a Trust.

Joins S. N. P. A.

The Hattiesburg (Miss.) News has been elected to membership in the Southern Newspaper Publishers' Association.

W. W. CHAPIN PURCHASES THE OAKLAND ENQUIRER

Well-Known Newspaper Publisher Pays \$250,000 for Firmly Established California Afternoon Newspaper—C. H. Brockhagen to Be Advertising Manager.

(Special to THE EDITOR AND PUBLISHER.)

OAKLAND, Cal., August 21.—The Oakland Enquirer was purchased here to-day by W. W. Chapin, the well-known newspaper publisher, for \$250,000.

The Oakland Enquirer for thirty-one years has been published as an independent six-day evening newspaper. The property was formerly owned by Frank A. Leach, until recently director of the United States Mint.

Mr. Chapin is a Philadelphian by birth. He was publisher of the Seattle Post-Intelligencer for about six years, leaving in 1913 for San Francisco, where he became one of the proprietors of the Morning Call. One year later he went to Chicago and with James Keeley effected a consolidation of the old Inter-Ocean and the Record-Herald with the present Chicago Herald, of which Mr. Chapin was publisher and Mr. Keeley editor. He disposed of his interest in that paper in October, 1914.

Mr. Chapin will serve as president and publisher of the reorganized company. John F. Conners will be editor and C. H. Brockhagen will be advertising manager.

BUYS INTEREST IN PAPER

Wyche Greer Elected Officer of Wichita Falls (Tex.) Morning Tribune.

Wyche Greer, formerly general manager of the Fort Worth (Tex.) Record, has purchased an interest in the Wichita Falls (Tex.) Morning Tribune and has been elected vice-president and general manager of the Tribune company.

The capital stock of the publishing company has been increased from \$10,000 to \$20,000, fully paid. Two additional typesetting machines have been installed and a new rotary press is now being used.

The paper, beginning with August 20, was changed from a six- to a seven-day paper.

Edgar P. Haney remains president and editor of the Tribune.

CHICAGO NEWSPAPERS DO BIT

All Co-operate to Provide Tobacco to American Soldiers in France.

Chicago newspapers and advertising men are doing their bit by aiding in the collection of funds with which to buy tobacco and baseball outfits for American soldiers in France.

The Tribune, designated as the official "smoke fund" collector, has secured more than \$2,500 from various clubs, firms, organizations and individuals with which supplies are purchased at wholesale, through the courtesy of patriotic tobacco merchants, and forwarded abroad. The Tribune has organized a group known as the "Dollar-A-Week-Club," and is giving the movement wide publicity.

Publish Industrial Number

The Elizabeth (N. J.) Evening Times recently issued a special industrial number depicting the progress of Elizabeth from its founding to its present position as an industrial city.

EDITORS OF GERMAN-LANGUAGE NEWSPAPERS STRONGLY RESENT CHARGES OF DISLOYALTY

Content That to Be Compelled to Print in English Would Mean Business Disaster—Have Supported President in War Policies and Stand for the United States Whether "Right or Wrong"—Ascribe Attacks to Intolerance and Prejudice.

EDITORS of German-language newspapers, in Cleveland, Chicago, Pittsburgh, and Buffalo, strongly oppose the King resolution, which provides that such newspapers shall print exact translations in English of their editorial matter and war news.

These editors are united in asserting the essential loyalty of the German-language press as a whole to American ideals and purposes in this war. They point out that the German-language newspapers are far less open to imputations of disloyalty than are many newspapers printed in the English language, and they resent strongly the recent criticisms made by ex-President Roosevelt.

A representative of THE EDITOR AND PUBLISHER interviewed Charles W. Maedje, president and manager of the Waechter und Anzeiger, Cleveland's well-known German-language daily. Mr. Maedje attributed the crusade against German-language newspapers to hate and prejudice. He mentioned an incident illustrating to what lengths intolerance can go, coupled with ignorance. In some public libraries, it seems, "The Soldiers' Chorus," one of the musical gems of the opera of "Faust," has been torn out of library books, the censors not realizing that the composition was the work of Gounod, the great French composer.

Mr. Maedje explained that the purpose of the German-language newspapers was to furnish the news to Germans who come to America to live, but who are unable to read the English language. The second generation, he asserts, prefer newspapers printed in English. To be compelled to print in English would mean business disaster for the German-language papers, in Mr. Maedje's opinion.

66 YEARS OF LOYALTY.

"The Waechter and Anzeiger, during its sixty-six years of existence, always proved loyal to our country, and resents as an infamous insult any attempt to cast a slur on its loyalty," says Mr. Maedje.

"We supported, after war was declared, all Government measures and policies tending to a successful and speedy termination of the war. We particularly endorsed and fought for the Selective Service act, holding that permanent enforcement of universal service would be the best means of protection for our country, and highly recommended Mr. Wilson's Food Control bill and all similar measures."

THE SITUATION IN CHICAGO.

Editors of Chicago German-language newspapers unqualifiedly deny all charges of essential disloyalty made against the German-language press as applying to their individual publications.

Horace L. Brand, editor of the Illinois Staats-Zeitung, published by the Illinois Publishing Company, said it had never been the policy of his paper to fail to support the President and the Administration in every measure designed for the welfare of these United States, since the beginning of the world war. He called attention to the editorials in the Staats-Zeitung, which appear under the caption, "Be Fair—

Read the Articles in the American Language Printed Daily in This Paper," and declared it would not mean financial disaster to be forced to print the entire paper in English.

"I should like nothing better than to see the paper printed in English," said Mr. Brand, "but such cannot be the case, owing to the ruling of the Associated Press, which makes it impossible for us to do so without the consent of every publisher in Chicago. This it would be very difficult to secure."

In commenting upon the policy of his paper in the past and present, to a representative of THE EDITOR AND PUBLISHER, Mr. Brand said:

"It is absurd to accuse the Staats-Zeitung of disloyalty. We supported the President and the Administration when Duma was ousted and have continued to back all movements to drive plotters from our soil. We did not condone the sinking of the Lusitania or countenance the frightful and ruthless submarine warfare carried on by Germany.

"The question of whether or not the invasion of Belgium was a military necessity, future historians, not present-day statesmen, should decide. Later we condemned the action of England in seizing American mail and in interfering with American rights by land and sea.

"This was never a 'peace at any price' paper, but in May, 1916, it championed peace, or war, with Germany, as our 'interest guided by justice shall counsel.' When Bernstorff was sent back, we were the first German-language newspaper to approve the action. A telegram from this paper was read in the Senate and is now part of the Congressional Record. We did this because we thought it in harmony with what was done by President Madison when the British Ambassador was given his passport.

"We always feared getting away from strict neutrality, as first proclaimed by President Wilson, would, eventually, lead us into the war. We believe now that the prosperity of the United States would have been greater had we insisted on freedom of the seas and strict neutrality with every nation. Here we cite the course followed by Thomas Jefferson as a criterion.

"But when Congress declared war on Germany, we immediately turned, dropped all arguments for strict neutrality, as well as all criticism of former policies and unqualifiedly endorsed the declaration of Congress.

"Then we went further than that, for we printed in our papers the words of Stephen Decatur, 'Our Country! In her intercourse with foreign nations may she always be in the right; but our country, right or wrong,' and steadfastly supported every act of our nation in her relation with foreign nations, whether we believed them right or wrong, until the Administration sent a note to China felicitating the Chinese upon some internal policy of that new republic. We did not believe that we could support that policy, because it seemed to be interfering with internal affairs of China at a time when the interests of the United States were already sufficiently mixed up with foreign affairs, and, therefore, we replaced upon

(Concluded on page 24)

NEWSPAPER MEN FOUND TO POSSESS RIGHT QUALITIES DEMANDED OF ARMY OFFICERS

What Is Required of Army Officers Is Exactly What a City Editor Demands of His Reporters—Newspaper Men Continue to Receive Many Commissions—Others Enlist and Many Are Called by Draft for Service in New National Army.

CAPTAIN PHILIP MATTHEWS, U. S. A., one of the senior instructors at the Officers' Training Camp at Plattsburg recently remarked that newspapermen seemed to possess more of the qualities desired in army officers than do any members of any other calling. Ability to estimate truthfully a situation in the shortest time, and to report that situation in clear terms, initiative, swiftness of decision, zeal, thoroughness and ability of keen observation are some of the things which to Captain Matthews's mind recommend newspaper workers as army leaders.

They are just the qualities a city editor would name in describing a good reporter.

Newspapermen and actors outnumbered, proportionately, all other professions at the training camp at Plattsburg.

NEW YORK MEN HONORED.

Among the well known newspapermen who were commissioned at the first officers' training camps are Major Bozeman Bulger, Evening World; Captain Blanton Barrett and Royden Williamson, Tribune; Sidney Richardson, Herald; Phil Hoyt, Times; Lieutenants, Lee Brown, Times; George Morris, Telegram; Walter Challaire, Herald; Edwin R. Lewis, William Lohy and Thomas Ross, jr., Tribune.

Among the candidates for the second officers' camp which opened at Plattsburg during the past week are Bud Fisher, the cartoonist; Innes Brown, Times; W. O. McGoeghan, sporting editor, Tribune; W. C. Jackson, World; B. R. Sparkes, American; Marquis James, P. C. Kerby and Parkhurst Whitney of the Tribune; F. C. Clouber, Times.

Many newspapermen already are in service. Lieutenant James C. Summers, U. S. N., a few months back was "Dad Summers of the Tribune" sporting department. Although 63 years old Mr. Summers passed the physical tests like a man of thirty and reclaimed the naval rank he held with distinction during the Spanish-American war.

Harold J. Kline of the Globe, who enlisted in the naval reserve has been called into service. He holds a quartermaster's rating and will be second in command on a chaser. Sterling Patterson of the Tribune is probably the first to make the step from Park Row to the Western Front. He enlisted in the aviation corps three months ago and has sailed. Frank O'Neill of the Tribune copy desk is in the First Field Artillery of the National Guard, now encamped at Plattsburg.

CHICAGO CLUB SUPPLIES QUOTA.

The Chicago Advertising Association is supplying its quota to the honor roll of the nation. Thirteen men have already volunteered for service and several more are preparing to join the colors. The members now in the service are as follows:

E. T. Gundlack, president of the Gundlack Advertising Company, is in the quartermasters division of the regular army. D. J. Payne, western advertising manager of the Crowell Publishing Company, has joined the aviation corps. Frank R. Schwengel, of

the firm of Nickerson & Collins, advertising agents, has become a captain in the Second Illinois Field Artillery. F. H. Haverland has joined the ambulance corps. L. B. Allen, of Cone, Lorenzen & Woodman, advertising agents, was made a second lieutenant of artillery at the Reserve Officers' Training Camp at Fort Sheridan, Ill. T. E. Beasley, of the Electric Controller and Manufacturing Co., was made a first lieutenant of artillery at the Reserve Officers' Training Camp at Fort Leavenworth, Kan. James V. Boyle, of Sinclair & Valentine Co., printers inks, is training with a machine gun troop at Camp Douglas, Wis. C. H. Bruning, of the advertising department of the Chicago Daily News, is a second lieutenant of infantry, Eleventh Illinois National Guard. Edward Cahn, advertising manager of the Master Motor Truck Co., is a member of the First Illinois Field Artillery. Clyde J. Taylor, of the Multigraph Printing Co., is a second lieutenant in the First Illinois Field Artillery. Charles Collette, advertising manager of the Kewanee Boiler Co., was made a captain of infantry at the Reserve Officers' training camp.

The junior members who have volunteered include J. J. Finley, who is now a second-class seaman; S. G. Hyde, who is a member of the First Illinois Infantry, and F. N. Webster, who is with the Second Illinois Field Artillery.

TRIBUNE MEN TO FRANCE.

As members of the First Illinois Field Artillery, Col. Henry J. Reilly commanding, and Lieut. Joseph M. Patterson, have been ordered to the front. Lieut. Patterson is the editor and publisher of the Chicago Tribune, while Col. Reilly is the military expert of the paper. They left Chicago in high spirits, anxious to join Major R. R. McCormick, co-editor of the Tribune with Lieut. Patterson, who is on special duty with the Pershing force in France, and who is also a member of the same regiment.

The following Chicago newspaper men will report activities among the State troops in training at Camp Logan, Houston, Texas: James Lowder, of the Herald; Carl Schultz, of the Tribune; Gerald Murray, of the Examiner; Ruddy McHugh, and William McCormick, of the American, and George Cottingham, of the Evening Post.

ST. PAUL MEN HEAR CALL.

Luther P. Weaver, of the rewrite desk of the St. Paul Dispatch, has gone to the Officers' Reserve Training Camp at Fort Snelling. He is brother-in-law of Ray I. Tennant, of the service department of that paper, who has also entered the camp. Harrison Fuller and E. J. D. Larson have been commissioned as captains at the training camp. Mr. Fuller was a Dispatch-Pioneer Press reporter. Mr. Larson was a copy reader of those papers and spent six months in France as war correspondent. Harold S. White, of the Pioneer Press copy desk has been commissioned second lieutenant. So has Floyd Thomas, reporter and desk man of both the Dispatch and Pioneer Press.

John B. Ahern, formerly assistant city editor of the St. Paul Daily News, (Continued on page 25)

GUY T. VISKNISKKI IS MADE OFFICER IN ARMY

Head of Wheeler Syndicate Completes Three Months' Training Course at Fort Myer, Va., and Then is Appointed a Second Lieutenant in National Army.

Guy T. Viskniskki, president of the Wheeler Syndicate, Inc., New York, has received a commission as second lieutenant in the National Army, after completing a three months' training course at the training camp at Fort Myer, Va.

M. Viskniskki has been ordered to report at Camp Lee, Petersburg, Va., not later than Monday noon of this coming week.

Mr. Viskniskki is one of the few Spanish-American war veterans who took the training course at Fort Myer. He served in Porto Rico as corporal and sergeant in Company F in the First United States Volunteer Engineers.

The Washington Star recently had the following to say about Mr. Viskniskki:

"Guy T. Viskniskki of Montclair, N. J., president of the Wheeler Syndicate, which handles the Mutt and Jeff cartoons, passed through an experience which shows the zeal for active service that has actuated most of the men in camp. He was urged to accept an appointment to the quartermasters school with an assurance that he would probably be commissioned a captain and perhaps a major, on account of his special qualifications for this line of work. He replied that throughout the entire history of this country his ancestors have seen service in the line and that he would rather go into the National Army as a private than be a military clerk. He is to be a second lieutenant of infantry in the National Army."

MEMORIAL TO CONGRESS

Editors of Trade Press Protest Against Extra Burdens on Publishers.

The editors of the principal technical, trade, and scientific, and professional journals of the country have issued a "Memorial to the Congress of the U. S. A.," protesting against any special tax burdens upon publishers, or any increase in second-class postage rates.

The communication asserts that these publications are willing to submit to Corporation taxes, surplus profits taxes, taxes on telephone and telegraph messages, express and parcel post shipments, any increase in first-class mail rates and all the various stamp taxes, but that if Congress imposes an extra burden upon publishers, many of whom are losing money because of the war, a great injustice will be done.

The value to the nation of the business press is emphasized as follows:

"The business press is not political or partisan in character. It is not concerned with the success of parties or the triumph of individuals. It is not designed to entertain or amuse. Its function is to instruct and educate. It's the popular source of education for the 93 per cent. of our people who cannot go to high schools. It is the post graduate course of the engineer, the chemist, the doctor, the artisan, the electrician. It is the trusted mentor, friend and counselor of the merchant. The manufacturer relies on it for necessary trade news, for information as to sources of supply and prices, for market news, for guidance in both buying and selling."

NEWSPAPER MAKERS AT WORK



S. W. MEEK.

S. W. MEEK, acting treasurer in the absence of Charles H. Grasty and an executive officer of the New York Times, is a newspaper maker with a record for constructive work. He is one of those men who has a faculty for achieving what looks like the impossible without the necessity of producing an earthquake of changes. If there are square pegs in round holes or round pegs in square holes, he changes a man from one position to another within the office. He rarely goes outside of his organization for talent. He believes, and his experience has substantiated his belief, that many men are misplaced. There are some who imagine they are best fitted for the circulation department, but who are in reality better suited to the solicitation of advertising; and there are advertising men who should be bookkeepers, editorial writers who should be writing advertising copy, and so on. Mr. Meek seems to know intuitively just what each man is best fitted for. In taking a man from one position and putting him in another, Mr. Meek makes it easier for that man to make a living, for the reason that he makes it possible for him to earn more at work for which he is better qualified. In that way he gets greater results for his newspaper. This explains the secret of his success. There is nothing bombastic about him. He is even-tempered, mild-mannered, level-headed, but determined. He lays out a plan, and he carries it out. His mind is flexible, his thoughts original, his methods exact. If anything goes wrong in a department, he calls in the head and talks it over. It doesn't take him long to find a remedy, and in such a manner that he gains the gratitude of the man with whom he discusses the matter.

In dealing with men Mr. Meek searches for latent ability, which he believes everybody possesses. It is simply a question of ascertaining just what an employee should do. If an employee thinks he is better fitted for something else, he finds in Mr. Meek an employer who will give him the opportunity he seeks, for it is part of Mr. Meek's policy to assist men in the line of the least resistance, for in this way he paves the road for greater success for the newspaper.

Years ago he was connected with the Werner Company, in Akron, O., where he was asked, in addition to his other duties, to take over the publication of a house organ, which he did. He made a success of it, and this opened his eyes to the possibilities that existed for aiding newspapers. He thought out a plan that would help circulation, and suggested it to the Cleveland Plain Dealer. He was asked to call again. On his next visit he was told plainly that they were not interested in his circulation proposition—for there was another matter that concerned them greatly. Then he was asked to take the position of advertising manager of that newspaper. He accepted. Thus he started, not at the bottom, but well toward the top of the ladder. That he made good was evidenced by the fact that thirteen months later he took the management of the Cleveland Leader. Since then he has had charge of a number of newspaper properties, coming to the Times from the Philadelphia Press.

During the years that have elapsed since he took charge of the advertising

FLORIDA PUBLISHERS FORM AUXILIARY BODY

One of the First Activities of New Association Will Be to Establish Close Connections Between Live Advertising Agencies of the Country and Florida Publishers.

The Florida Publishers' Auxillary was formerly organized at a meeting of Florida publishers held in Orlando last Saturday. This organization is the result of an appointment of a special committee by the Florida Press Association with power to plan for the organization of an auxiliary designed as the special business end of the State Press Association.

The meeting in Orlando was held in the San Juan Hotel. About two dozen newspaper publishers were represented in person and fully that number by proxy, so that after the adoption of the by-laws and constitution nearly half a hundred newspaper plants were enrolled in the membership. An initiatory fee was determined upon on the basis of \$25 for papers of 1,000 circulation and under; \$50 for papers with a circulation of 2,000 and under, and \$75 for newspapers of more than 2,000 circulation.

The organization will be managed by a board of directors which was given authority to employ an executive agent. The board is composed of Harry L. Brown, of the St. Augustine Evening Record, chairman; Walter M. Haynes, of the Sanford Herald, vice-chairman; Goode Guerry, of the Howey Tribune, secretary; Chris. O. Codrington, of the DeLand News, treasurer, and M. F. Hetherington, of the Lakeland Evening Telegram, director. This completes the board of five members.

The board immediately proceeded with the selection of an executive agent and succeeded in inducing Gilbert D. Leach, of the Leesburg Commercial, to accept the position.

One of the first activities will be the establishment of a close and intimate connection between the live advertising agencies of the country and the publishers of Florida. There are many other avenues of usefulness open to the organization and these will be followed just as rapidly as possible.

From World Office to France

Mrs. Lewis Stiles Gannett (Mary E. Ross) of the World's reportorial staff, will sail next week for France, where she will join the Quaker unit working under the direction of the Red Cross.

Her husband, also of the World staff, is now with the Quaker unit at Haverford, Pa., and may also go to France. Mr. and Mrs. Gannett were married a few months ago. Both will continue to do newspaper work during the war.

of the Cleveland Plain Dealer Mr. Meek has aided in developing that fine service toward advertisers on the one hand and the public on the other that is attracting so much attention among the publishers of the country at the present time. He was one of the pioneers in this particular line of endeavor.

Like all successful men, he has a hobby. He likes to collect books, particularly sixteenth-century literature. He has a number of rare editions of authors of that time, in the finely bound volumes that the printers of those days took pride in placing on the market. He is a member of the New York Athletic Club.

HOWARD C. HILLEGAS RESIGNS FROM HERALD

Well Known Editorial Writer to Become Editor and Manager of the Daily Hotel Reporter—Is One of the Best Known Newspaper Men in New York City.

Howard C. Hillegas has resigned as editorial writer on the New York Herald to become editor and manager of the Daily Hotel Reporter, New York. Mr. Hillegas will take up his new duties Tuesday.

One week ago last Tuesday, Mr. Hillegas cabled his resignation—to take effect in two weeks—to Commodore James Gordon Bennett, publisher of the New York Herald and the New York Evening Telegram, who lives in Paris. Mr. Bennett in reply appointed Mr. Hillegas news editor of the Herald with a substantial increase in salary. Mr. Hillegas cabled in answer that he could not accept, inasmuch as he believed his new position offered him bigger opportunities.

As a result of Mr. Hillegas's resignation, Randolph Marshall, news editor, was named Washington correspondent.



HOWARD C. HILLEGAS.

George W. Daley, night news editor, was appointed news editor. A. W. Talley, assistant night news editor, was made night news editor. George L. Cooper, managing editor of the Evening Telegram, was instructed by Mr. Bennett to go to Paris for conference. He sailed Saturday.

IS WELL KNOWN NEWSPAPER MAN.

Mr. Hillegas is one of the best known and best liked newspaper men in New York. He was graduated from Franklin and Marshall College, in 1894. He came to New York the following year and joined the staff of the Evening World. In 1897 he and Allen Sangree, of the American, took a trip to South Africa. Upon returning from Africa Mr. Hillegas wrote a book, "Oom Paul's People," which appeared months before the Boer War and in which Mr. Hillegas analyzed correctly pending strife in South Africa.

Mr. Hillegas covered the Boer War for the Morning World and did some remarkable newspaper reporting including an exclusive interview with Oom Paul.

Late in 1900 Mr. Hillegas purchased the Daily Saratoga (N. Y.) Sun and served as editor and publisher for two years. He returned to New York in 1903 and after working two years for the American, joined the staff of the Herald.

On the Herald, Mr. Hillegas has served as copy reader, assistant night city editor, night city editor, and day city editor. As day city editor he handled the story of the Titanic disaster and also the Rosenthal murder, two of the biggest local stories which New York newspapers have had to handle. In handling the Titanic story Mr. Hillegas did notable work. The Herald's story was better illustrated than any other newspaper's and was more comprehensive. In handling the Rosenthal story, Mr. Hillegas again distinguished himself. The Herald printed the names of three of the four murderers before the other newspapers did and before police officials knew who they were. Governor Whitman, at that time District Attorney, has frequently said that he learned the names of the murderers through the Herald.

Mr. Hillegas served as city editor and news editor at different times from 1913 to 1916 when he was made editorial writer. Recently he served as news editor.

TO TAKE UP NEW DUTIES TUESDAY.

Beginning Tuesday Mr. Hillegas will act as manager and editor of the Daily Hotel Reporter, published by the Gehring Publishing Co., Longacre Building, New York, publishers also of the Hotel Review and Daily Attractions. The Daily Hotel Reporter was established in 1877 and is the only daily newspaper in the United States which sells for ten cents a copy. It is a class publication appealing to the mercantile interests and others interested in the hotel business.

EDITOR HELD GUILTY

Dana Sleeth, of Los Angeles Record, Convicted on Contempt Charge.

Dana Sleeth, editor of the Los Angeles Record, was recently found guilty of contempt of court by Superior Judge Finlayson and ordered to pay a fine of \$200, or, in default, to serve one day in the County Jail for every \$2 of the fine. Commitment was stayed until the final judgment is signed. Meantime, Oscar Lawler, representing Mr. Sleeth in the absence of John H. Perry, general counsel for the Scripps publications, will prepare to take the legal points involved to the Superior Court.

Mr. Sleeth, while the Dr. C. H. Witman, C. C. Snively, and E. T. Earl libel suits against the Record were pending, wrote and published a number of editorials and ran a cartoon, all said to have reflected on the courts and justice and to have attacked the patriotism of Superior Judge Curtis D. Wilbur. At the time of the printing of the editorials, Judge Wilbur had concluded the trial of the Snively libel suit, but read the editorials to the jury before discharging it.

World Employees Give Ambulance

The New York World presented yesterday to the United States Army a fully equipped ambulance, the gift of employees of that newspaper. The presentation was made at Hoboken to the medical superintendent of the Army Transport Service. The ambulance is a Seldon motor truck of 25-horse-power, with beds for four wounded men. World employees in every department of the newspaper contributed to its purchase, and a substantial sum was required.

Celebrate Anniversary

The Baltimore American recently celebrated its one hundred and forty-fourth anniversary.

SCRAMBLE FOR GERARD STORY

Lively Competition to Secure Syndicate Rights in East and Middle West.

It is reported from Philadelphia that there has been a rush of applications from editors and publishers to the Ledger Syndicate for the rights to publish the Gerard story in the territory of the East and Middle-West. Mr. Curtis is to release the feature for use in this territory beginning September 16.

Many newspapers tried, it is said, to secure publication rights covering the same period in which the matter was to appear in the Public Ledger, and one offer of \$30,000 is said to have been made and refused. It was Mr. Curtis's policy to circulate the Public Ledger, during the period in which the Gerard story appeared, in all of the principal cities of the territory in question, and as a result the Public Ledger has become a familiar sight on the newsstands in New York and elsewhere every day. Of course, while this big feature has served to introduce that newspaper to a host of readers who will be, in all likelihood, influenced to order it regularly, it has not been possible through such a plan to secure the wide reading of the Gerard story which its importance justifies. Only through its publications in newspapers published in the cities of this great territory may the story be gotten to all of the people. It would seem, therefore, that its previous exclusive publication in the Public Ledger has not greatly impaired its value as a syndicate feature for other newspapers.

HUNT McCALEB MOVES UP

Leaves Shreveport Times to Become Managing Editor of Shreveport Journal.

Hunt McCaleb, for the last two years city editor of the Shreveport (La.) Times, has been appointed managing editor of the Shreveport Journal. Mr. McCaleb succeeds T. O. Harris, who goes to New Orleans.

Mr. McCaleb entered the newspaper field many years ago as a reporter, and after doing his bit of drifting about joined the staff of the Galveston Tribune in 1894 as a reporter. A few months later he was made managing editor, holding that position until the outbreak of the Spanish-American War, when he resigned to accept a commission as lieutenant-colonel of the First United States Volunteer Infantry, which President McKinley offered him in recognition of his services in organizing that regiment.

After the close of the war with Spain Mr. McCaleb returned to the Tribune as managing editor. In 1901 that paper was sold to new owners and Mr. McCaleb moved to Fort Worth, where he served the Fort Worth Record successively as news editor, managing editor, and general manager, leaving the Record just before going to Shreveport because of a difference as to policy with the controlling owner, who was not a practical publisher.

He is widely known in Texas and northwest Louisiana as a progressive newspaper man with a keen grasp of the best thought in newspaper publishing, and will take to the Journal a ripe experience.

Reporter Writes Play

Walter Rivers, former reporter on the San Francisco Chronicle and now publicity manager for the Alcazar Theatre, in San Francisco, has written a play entitled "Clean Hands." The play was produced recently at the Bishop Playhouse, in Oakland, Cal.

ALCORN BUYS INTEREST FROM FRANK W. HENKEL

Publishers' Representative Now Owns and Controls Business in Both East and West—H. W. Seymour Leaves New York Globe to Take Charge of Chicago Office.

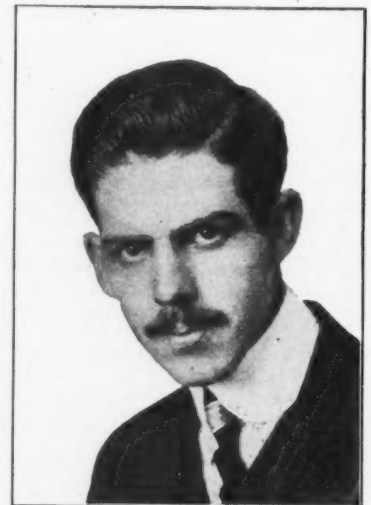
Franklin P. Alcorn, publishers' representative, has purchased the entire interest of Frank W. Henkel in the Chicago office, and henceforth will own and control the business in both the East and West.

H. W. Seymour has acquired an interest in the Chicago office, which will



FRANKLIN P. ALCORN.

be under his management. Mr. Seymour has had several years' experience in the advertising and publishing business and also has general agency experience. He is severing his connection with the advertising department of the New York Globe to take up his new duties in Chicago.



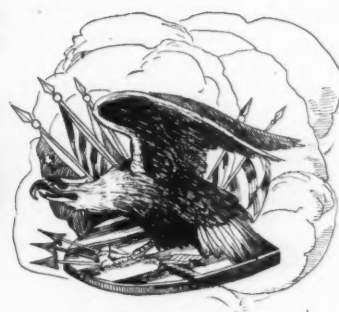
H. W. SEYMOUR.

Mr. Alcorn has been in the special agency business for more than fifteen years and is recognized as one of the best informed men in the business.

Mr. Henkel has had a number of years' newspaper and advertising experience, having been associated in former years with some large Middle West dailies. He is disposing of his interest for the purpose of engaging in the newspaper publishing business in the Middle West, the details of which will be announced later.



IN PEACE OR WAR ILLINOIS IS AT THE FRONT



And The Newspapers of Illinois Reflect The Broad Spirit and Enterprise and the Tremendous Commerce and Industry of
The Great Central State

In Peace, Illinois—her people, her industries, her commerce, her agriculture, her transportation *and her newspapers* have always been *There*. It has taken a great crisis like the present to make this evident to Some. But *now* it should be plain to *all*.

War has not only awakened Illinois to a sense of her own greatness but has shown the whole country that in patriotism, organization and enterprise the Great Central State is in the Front Rank and Leading. The proofs and details are in almost any newspaper or periodical.

Don't Talk—Act!

During the war there will be big business. There *must* be business—manufacture, commerce, transportation,—and more than ever there must be agriculture and mining,—that we win a quick and glorious peace.

And Modern Business cannot live without Advertising. Don't get "cold feet" and curtail your advertising appropriations because there is a war. It is not economy or thrift or patriotism. If anything increase your advertising, but watch it,—conserve it. Do not scatter it to the winds. Place it where it will do the most good,—where there is the liveliest appreciation of conditions as they really are, where there is the greatest industrial and agricultural activity—in ILLINOIS.

Concentrate your advertising and place it in the loyal, enterprising and powerful advertising mediums located in the heart of this great section of wealth, agriculture and industry, in—

The Great Newspapers of Illinois here Listed

| | Paid | 2,500 | 10,000 | | Paid | 2,500 | 10,000 |
|---------------------------------|----------|-------|--------|-------------------------------------|--------|-------|--------|
| | Cir. | Lines | Lines | | Cir. | Lines | Lines |
| Aurora Beacon News (E)..... | *15,664 | .04 | .04 | Elgin Courier (E)..... | 6,577 | .0143 | .0143 |
| Bloomington Pantagraph (M)..... | *16,733 | .03 | .03 | Freeport Journal-Standard (E)..... | 6,154 | .015 | .015 |
| Champaign Daily News (E)†..... | 6,593 | .015 | .015 | Galesburg Evening Mail (E)..... | 8,208 | .0129 | .0129 |
| ‡Champaign-Urbana 30,000. | | | | Moline Dispatch (E)..... | 8,280 | .0129 | .0129 |
| Chicago American (E)..... | *392,279 | .40 | .38 | Peoria Star (E)..... | 19,261 | .045 | .035 |
| Chicago Examiner (M)..... | 192,414 | .30 | .25 | Quincy Journal (E)..... | 7,529 | .02 | .02 |
| Chicago Examiner (S)..... | 516,460 | .53 | .46 | Rockford Register-Gazette (E)..... | 11,758 | .025 | .025 |
| Chicago Herald (M)..... | *207,015 | .36 | .25 | Rock Island Argus (E)..... | 6,400 | .015 | .015 |
| Chicago Herald (S)..... | *241,177 | .40 | .28 | Springfield News-Record (E)..... | 10,054 | .025 | .025 |
| Chicago Journal (E)..... | *122,699 | .24 | .21 | Springfield State Register (M)..... | 21,288 | .035 | .035 |
| Chicago Daily News (E)..... | *452,204 | .43 | .43 | Springfield State Register (S)..... | | .035 | .035 |
| Chicago Post (E)..... | *65,842 | .25 | .12 | Sterling Daily Gazette (E)..... | 5,786 | .017 | .017 |
| Chicago Tribune (M)..... | 392,483 | .40 | .30 | | | | |
| Chicago Tribune (S)..... | 619,023 | .53 | .42 | | | | |

† Government Circulation Statement, October 1, 1916.
* Government Circulation Statement, April 1, 1917.

PAPER MILLS WORKING AT MAXIMUM CAPACITY

Mills During July Manufacture 4,198 Tons of News Print Per Working Day—Reports Obtained from Thirty-eight Paper Concerns Manufacturing News Print.

The total actual news print paper production of the United States and Canadian mills for the month of July last amounted to 129,949 tons, or 4,198 tons per working day. These reports are obtained from 38 paper concerns manufacturing news print, and for the month of July show that the actual production amounted to 98 per cent. of the total maximum production of these companies. This compares with 91.2 per cent of maximum production for the whole year 1916, and 92 per cent. of maximum production for the month of July, 1916. The reports received from the United States mills, represented by 25 companies, show a total production for July of 81,279 tons actual production, or 97.7 per cent. of the total maximum production. This compares with 86,522 tons actual production, or 100 per cent. of maximum production for the previous month, and 86,361 tons actual production from 31 mills for the month of July, 1916, or 89.8 per cent. of their maximum production.

The report from 13 Canadian mills for July last showed the actual production amounted to 48,670 tons, or 1,947 tons per working day, amounting to 98.4 per cent. of the maximum production. This compares with 49,960 tons actual production from 13 mills for the previous month, or 97.1 per cent. of maximum production, and with 43,856 tons actual production from 12 mills for the month of July, 1916, or 1,754 tons actual production per day, amounting to 96.8 per cent. of the maximum production.

The report from these 38 United States and Canadian mills for the month of July last shows that shipments during that month amounted to 129,814 tons, or 97.9 per cent. of maximum production of these mills. This compares with 134,830 tons shipped during the previous month, and 132,416 tons shipped during the month of July, 1916.

The total stocks of news print paper on hand at all points for the month of July is reported as amounting to 46,635 tons, compared with 45,321 tons for the previous month, and 62,583 tons for the month of July, 1916.

The total shipments of 25 United States mills for the month of July last amounted to 83,034 tons, or 89.8 per cent. of the maximum production. This compares with 85,798 tons shipped during the previous month, amounting to 99.2 per cent. of the maximum production, and with 89,939 tons shipped during July, 1916, amounting to 93.5 per cent. of the maximum production.

The total shipments of 13 Canadian mills for the month of July last amounted to 48,535 tons, or 98.1 per cent. of the maximum production. This compares with 49,032 tons shipped during the previous month amounting to 95.3 per cent. of the maximum production, and with 42,477 tons shipped during the month of July, 1916, amounting to 93.8 per cent. of the maximum production.

Quail to Edit Record

Joseph N. Quail was appointed Monday by Mayor Mitchel to succeed David Ferguson, resigned, as supervisor of the New York City Record, the daily newspaper issued by the city. Mr. Quail has been a city editor of several New York papers, the World, the Evening World, the Evening Journal, the American, and night city editor of the Times.

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



SATTERFIELD HAS HIS IDEA OF A REAL TRAGEDY

"FELLOW cartoonists!" says "Bob" Satterfield, cartoonist with the Newspaper Enterprise Association, "listen to this: 'Some folks are born spellers. Some achieve good spelling. And some are born cartoonists, and can't spell 'CAT.'"



"BOB" SATTERFIELD.

"Sat" thinks the height—or the depth—of tragedy in a cartoonist's life is shown in the accompanying drawing from his pen-and-ink autobiographical mood. Here's his message to his fellows in misery, and he believes it will carry the fellowship misery always loves: "Nine out of ten cartoonists can't spell worth a cent. We might as well admit it. There's no alibi. The thing to do is to 'come clean' and then hunt a good excuse. "The little girl in the black pig-tails in the 'Little Red Schoolhouse on the Hill' can spell 9,979 words that I can't spell out of every 10,000, and I take my hat off to her for it. But cache this: if she ever starts to work in the art room of a newspaper or a magazine, making lines laugh, she'll lose all her orthographical talent. "I don't remember that I was always at the foot of the class in spelling in those old school days. Seems to me that I used to horn in somewhere near the top about once a year. "But never-no-more. 'Sat' is a down-and-outer by the McGuffey spelling-book standard, right now, and he admits it. "Maybe this is the reason," he says. "It is the only one I can think of and it sounds good enough to get us a chance at our white alley: Cartoonists were not meant to spell. The better a cartoonist a man is the poorer a speller God makes him, so that he'll be a real enough cartoonist to make his cartoons tell their own story, without a pageful of explanatory matter in rings. "Now, here's my hunch: Let's organize a cartoonists' union to force all our employers to employ apprentice cartoonists to letter in our drawings. As fast as these fellows learn how to draw they'll forget how to spell, so they won't need any examination to tell when they're graduate journeyman cartoonists." Satterfield started his career as a real, sure-enough sketch artist on the Cleveland Press in 1893, doing everything from soup to nuts in newspaper work. Going to Kansas City in 1900 it was the same line of work for "Sat." Cartoons were a mere dessert, a sort of added attraction after the big show of ten hours' work crammed into eight in doing art-room run-of-the-mine. He returned to Cleveland in 1903 on the Cleveland Press and the Newspaper Enterprise Association, and started in to make people sit up and grin with his cartoons. About this time he originated the little bear, who has made people laugh from pine to palm and from coast to coast with his sharply shrewd comments upon his master's topic and his master's work. He has held down other berths and has successfully syndicated his own work in connection with them, but he will be longest remembered for the work he has been doing for the N. E. A. for the past three years—work in which he just now seems to be hitting a faster stride than ever. "I don't know whether to be glad or sorry that I can't spell," says "Sat." "But if inability to spell down the office-boy is any indication of qualification for cartooning, I've got about two centuries of good work left in me, and a darned hard job to prevent it from coming out too fast." Through the N. E. A. "Sat's" cartoons have the largest circulation of any syndicated cartoons in the country.

CHICAGO NEWS HAS BIG FOREIGN SERVICE STAFF

Edward Price Bell, Director of Service and Chief of the London Bureau, Heads the List of Foreign Correspondents—New Head of Italian Bureau Named.

The Chicago Daily News recently printed a list of correspondents which constitute its foreign service staff. The name of Edward Price Bell, director of the service and chief of the London Bureau, heads the roll. He is assisted by Robert Sloss.

Paul Scott Mowrer, assisted by E. Percy Noel, aviation expert; A. R. Decker, and Paul Ayres Rockwell, make up the staff of Paris correspondents. With Gen. Pershing's expeditionary force is Junius B. Wood, formerly of Chicago.

Edgar Ansel Mowrer, a brother of Paul Scott Mowrer, has been assigned as chief of the Italian bureau at Rome. He formerly reported conditions in Belgium after the German invasion.

Rene Arcos, the young French poet, is located at Bern, Switzerland, taking care of the news from the Central Empires.

At The Hague is Rene Feibelman, who handles German news sources, and Miss W. J. L. Kiehl, who reports important news concerning the Dutch and their views of the war.

Michael Farbman and Louis Edgar Browne are in Petrograd, the latter having formerly covered campaigns in Serbia, Albania, Macedonia, and Egypt for the Daily News. John Bass will soon be at the front with the Russian army, as he was at the beginning of the war.

Basset Digby, whose description of the evacuation of Warsaw remains one of the most brilliant stories of the war, is now in Stockholm, where he takes care of the Scandinavian news and Russian and German developments in that region.

The following list of staff correspondents completes the roster: Holger R. Angelo, Copenhagen; Mons. Mjelde, Christiania; Lars Lea, Bergen; W. L. Manson, Glasgow; William H. Brayden, Dublin; John McBride, Belfast; Tancred Zangheri, Milan; Constantine Stephanove, Sofia; William R. Giles, Peking; Ernest W. Clement, Tokio; W. A. Curtis, Kobe, Japan; James L. Butts, Shanghai, and Percy R. Maggy, Sydney.

Times Magazine in New Dress

The appearance of the Sunday Magazine of the New York Times in new dress Sunday, that is, printed by the rotogravure process for the first time, was the subject of many complimentary messages received by its various departments. While the clearer type of the new magazine received favorable comment, it was the improvement in the presentation of pictures that brought the greatest praise.

Elected to A.N. P. A.

The Chicago Daily Jewish Courier has been elected to active membership in the American Newspaper Publishers Association, and the Bradford (Pa.) Era is now an associate member.

Publish Rotary Club News

The Rotary Club of New York, under the direction of Arthur Woodward, publishes each week nearly a page of Rotary Club news and advertising, alternately in the Globe and the Tribune.

WAR TO OPEN NEWSPAPER FIELD TO MANY WOMEN

Mrs. Isabel Worrell Ball, Associate Editor of G. A. R. Weekly, Believes War Will Result in Women Taking Place of Men as Reporters on American Newspapers.

Women will supersede men as reporters and editors on American newspapers if the war continues its inroads in the industry, according to Mrs. Isabel Worrell Ball, associate editor of the National Tribune, the G. A. R. weekly. In an interview with a representative of THE EDITOR AND PUBLISHER at Boston this



MRS. ISABEL WORRELL BALL.

week, where she attended the national convention of the G. A. R. and its affiliated organizations, Mrs. Ball—the first woman who ever was admitted to a seat in the press gallery of the United States Senate—gave many interesting views on her ideas of the coming year in the newspaper business.

For forty years she has been in the "game." Starting as a staff "man" on the Kansas City Times, she has been with that paper, the Kansas City Star, and the Washington Star. It was while she was working on the latter paper that she was admitted as a regular correspondent in the National Capitol's press gallery. Up to five years ago she was the only woman ever admitted there.

Now she is one of the busiest women in the country. Boston papers gave her much space last week as "the woman who knows more G. A. R. men than any other in the country." The paper of which she is editor prints a full-sized eight-page edition at Washington, D. C., each week.

In predicting the advent of women in the newspaper game, Mrs. Ball said she believed that women would prove just as satisfactory as men in the reportorial and editorial lines.

"And why not?" she asked. "I've been in the game for forty years, and I wouldn't leave it for the world. Of course, there may be some assignments that women could not cover as well as men, but if the men go to war, women will run the newspapers, as the public must have the news and the papers must have help."

Mrs. Ball gave many interesting anecdotes of her work in the national press gallery.

"I consider myself a veteran of the newspaper world," she said. "I've seen all these famous editors come and many of them go."

LITTLE NEWSPAPER STORY WITH A MORAL

WE WILL PREFACE THIS LITTLE NEWSPAPER STORY, from real life, with its own moral:

Don't sit so close to your problem that you can't see it!

There's a splendid young fellow of our acquaintance, in a middle-sized city, who is editor and publisher of a newspaper which he, by dint of hard work, during six years, has brought from a little bunch of junk into the front rank of newspapers of the class, with advertising revenue nearly doubling in volume each year, and with substantial circulation increases. He has a modern plant, extraordinarily efficient. He is a live-wire business man, thoroughly experienced and full of that peculiar sort of "pep" which characterizes the irrepressible business manager. Also he "loves the game."

We happened in on him the other week, and there ensued a long gossip, mainly about his affairs. He explained his expression of weariness by saying that he was working an average of sixteen hours, six days a week, and almost every Sunday afternoon. He did not deny that his wife was right in her condemnation of this orgy of business, but he made this excuse: "You see, I am having a lot of trouble with circulation. For some reason, which I cannot explain, except that the service was not good, we are getting as high as thirty stops a day. My circulation manager did not give satisfaction, and we parted company. I have gone into the department, and am handling it myself, in addition to my other duties. I have cut down the number of complaints on service more than half. I have twelve solicitors out for subscriptions, but 'starts' cost me about \$1 each. Every week I show a serious net loss in circulation. It is driving me frantic, and I cannot explain it."

Together we took the paper and read it analytically. (Our friend had been too busy with his administrative and assumed clerical duties to pay much attention to the newspaper or the news, for some time, he confessed.)

We found a number of obvious misplays of news in the paper in hand. We found it loaded with dull stuff—not a bright or pleasant or really thrilling feature in it. The stories were long, often dreary, written in the stupidest of narrative form, replete with duplication and with headlines as vacuous and stilted as if written by a tyro just out of the billing department of the B. & O.

There was a piece of world news, an A. P. story, with all of the elements of a thriller, deadened and buried by the unimaginative managing editor. Page one made life appear about as interesting as a dish-cloth. There was some good syndicate feature matter scattered through, but it seemed to be there in spite of the editor, rather than by token of him.

The editorials were wishy-washy, "and-then-on-the-other-hand" sort of straddlers, which one could only read to regret.

Really, there was no condemnation of this paper which would do it justice.

Our friend began to see a great white light. He said that people had not said that they didn't like the paper when they stopped, and he had not realized that it had deteriorated. He knew that he was losing business to papers which came in from a near-by metropolitan city, and had only been perplexed by this.

We went over his paper day by day for several weeks. It was an indictment of the managing editor, for whose lapse or inability a circulation manager had forfeited his job.

Our friend had a talk with his editorial staff that day. Within twelve hours the newspaper seemed to come back to life. I recall that when Mr. Russianoffsky booted Nick off of his throne, the other day, this newspaper ran the stuff on page one, with a flare head that jingled, with the stuff so featured that even a tired eye would open or a dull mind grasp the meaning of this stupendous event. If it had not been for that shake-up, the story would certainly have been carried in that newspaper in the old, dull style—a sort of "we-have-to-print-this" attitude.

It need not be said that our friend is having less trouble with "stops."

Newspapers are a bit like beefsteak—people buy them when they are good.

WISE MEN, DEALING IN NEWSPAPER ADVERTISING, and being conversant with the rising costs of newspaper production, sense a radical change in the advertising business in the not too far distant future.

The greatest change will be found in department-store advertising, and that is going to be tremendous.

It is not generally supposed that production prices are to be materially decreased for some time to come, and, in the natural course of events print paper is not going to be as plentiful as it might be—and prices are to be kept up, as far as possible.

Notwithstanding the fact that advertising rates have gone up, they are going higher—much higher—and that is going to mean a decided restriction in the use of space, particularly with department-store advertisers.

Most of the big stores are spending as much money as good business will permit now, and, with the rise in rates, are going to have to reduce the size of their copy.

However, this cannot be done at the expense of business, and that will mean an intensifying of copy—the elimination of much of the "filler" copy now used, which, in the last analysis, will mean an increased productiveness of the space used.

All this will have a tendency to clean the advertising columns materially—and make advertising a better business than it has ever been.

There is no question but what, at present, quantity is taking precedence over quality in newspaper advertising, and that much of the merchandise now advertised is not really worthy of the money spent on it.

This will all have to go. Advertising will have to be more carefully merchandised than at present, and the useless, the extra, and the bombastic will have to give way to intensified copy.

Department-store managers everywhere will do well to give this matter some thought, and clear their decks for action that will meet the change.

L. N. FLINT NAMED TO SUCCEED MERLE THORPE

Former Head of Department of Journalism of the University of Kansas to Continue as Editor of The Nation's Business, Washington—Formal Resignation Announced.

The resignation of Merle Thorpe as head of the department of journalism at the University of Kansas and the appointment of L. N. Flint in his place has just been announced.

Professor Thorpe was absent on leave during the past year, acting as editor of the Nation's Business, published in



L. N. FLINT.

Washington by the United States Chamber of Commerce. He will continue in that position, having made many striking improvements in the magazine during the time he has been in charge.

Professor Flint has been acting-chairman of the department. He was for several years an assistant in journalism while acting as alumni secretary and editor of the Graduate Magazine. Prior to going to the University, he was for five years editor and publisher of the Manhattan (Kan.) Nationalist. He has spent much time studying newspaper conditions in Eastern States and in California, as well as in his native State, Kansas. Two years ago he made a survey of advertising conditions in this State and compiled figures showing that Kansas publishers were annually refusing undesirable advertising to the amount of \$120,000. He is an active member of the American Association of Teachers of Journalism.

Complete Audit of Records

The Audit Bureau of Circulation has completed an audit of the circulation records of the following newspapers: Champaign (Ill.) Gazette and Daily News; East Liverpool (O.) Evening Review; Lockport (N. Y.) Union-Sun and Journal; Long Beach (Cal.) Press; Pasadena (Cal.) Star-News; Peoria (Ill.) Journal; Pomona (Cal.) Progress; the Dalles (Ore.) Chronicle.

To Open San Francisco Office

The Butterick Publishing Company will open an advertising office in San Francisco, with James A. Townsend, former manager of Western territory, in charge. Edmund Carrington, who has been manager of the New England territory, will succeed Mr. Townsend in Chicago, and George Terrien, now in the New York office, will become New England manager.

NATIONAL ADVERTISERS PLAN BIGGER BUSINESS

Few Content with "Business as Usual" Policy—Prefer "Business Better Than Usual" Slogan—Many Enlarge Advertising Appropriations to Meet War-Time Conditions.

L. B. Dudley, advertising manager of the Federal Motor Truck Company, Detroit, in preparing an address on "Advertising Nationally Known Articles in War Times," which he delivered before the Artcraft Club of Detroit, obtained some interesting comments from advertising managers of some of the largest firms in this country, on war-time advertising policies. He learned that "Business as Usual" is the present day policy of some national advertisers while others have adopted a "Business Better Than Usual" slogan.

S. Roland Hall, advertising manager of the Victor Talking Machine Company, said:

"So far as I know, we shall not cut down on our advertising plans because of the fact that the United States is at war with Germany. We are going ahead as usual."

L. B. Jones, advertising manager of the Eastman Kodak Company said:

ADVERTISING INCREASED.

"Our advertising and sales departments were about the only ones that did not undertake a policy of economy at the beginning of the war in 1914. We were told to go ahead with a little more than the usual amount of vigor. Business has been good since early in 1915 but like all manufacturers, we have had some difficulties in obtaining raw materials, and at times have been badly behind our orders for certain goods. Nevertheless, we have increased our advertising steadily as we want to stand strong with both the trade and the public when this war is over."

C. S. Bigsby, manager of sales for the Franz Premier Co., manufacturing vacuum cleaners, reported that "our company has continued its national advertising and intends doing so just as strong, if not more so this fall. Our sales have been affected somewhat by the campaigns for Liberty Bonds and Red Cross funds, but from reports from branch managers all over the country, the public is getting straightened around and is again buying. We have a very close tab on the business conditions, for the reasons that we have between 600 and 700 salesmen, with branches in every city in the United States, and we sell to the consumer direct as well as through dealers and jobbers. We have set aside our appropriation for the balance of this year and expect to keep up our advertising and work a little harder, so as to offset any falling off of business in the regular lines."

MORE MONEY FOR ADVERTISING.

"The Burroughs Adding Machine Company," said Mart Kellogg, advertising manager, "intends to not only continue its advertising programme, but to continue enlarging upon its activities and expenditures in advertising as it has done in the past. We consider this good business, notwithstanding we are enjoying greater sales for our products than ever before."

There are some examples of firms in the iron steel trade increasing their advertising with their products sold out for months in advance. The American Engineering Company of Alliance, Ohio, have been refusing orders for some time past. Their deliveries run from eight months to one year and a half. Their

customers are found all over the world. This concern, in spite of these conditions, have just doubled their advertising. They have done this with the idea of being prepared for any change that might come at the end of the present war. The company's large facilities will be kept busy even after the war, yet they consider this the time to prepare the minds of the executives throughout the world to consider their product.

ADOPT NEW POLICY.

The National Screw Company of Cleveland, is twenty-three years old and have done but little advertising, yet they have just begun an order for thirty pages in one trade paper to build prestige and hold present customers.

Perhaps the most notable of the advertising being done by companies which are unable to take orders is that of the powder companies. They cannot deliver probably until after the end of the war, yet they are advertising now to develop an outlet for their increased manufacturing facilities after the war is over. The Aetna is using considerable space to stimulate the use of powder, while the DuPont people are advertising to develop the sale of a material which will be made from the same ingredients that go into powder, but which will be used for products entirely different.

E. Findley, Central Western Manager of Iron Age, in discussing the advertising situation in the Iron and Steel business, said:

"It is more and more apparent that business men are taking a long look ahead and are thinking about something a great deal deeper than the getting of immediate orders. In most lines throughout the metal working world anyone can get orders now, but not everyone can create that degree of confidence and that regard for reputation which are accomplished with the best effort by the use of properly directed advertising."

WAR SERVICE DEPARTMENT

Chicago News Starts Admirable Work for Soldiers in Camps.

The Chicago Daily News has established a war service department "to meet the overwhelming demand for a comprehensive and efficient connecting agency between the 'folks back home' and the soldiers, sailors, and marines in the training camps, the sailors on the warships, and the fighting men in France." The benefits of the service, it was announced, will be entirely free to the public.

The department will act as a bureau of information and as a clearing house for the public, and the men in uniform in the multifarious ways in which they wish to be in communication. A person wishing to do something for a man or men in some branch of the service need only apply to the department and the ways and means will be explained, as well as aid given, if so desired, that the task may be easily accomplished.

ESTABLISH SERVICE BUREAU

Butte Miner Inaugurates Department to Serve National Advertisers.

The Butte (Mont.) Miner has inaugurated a service department—the first newspaper in Montana to do so—and is now in a position to give any information regarding Montana that might be required by advertising agencies, manufacturers, wholesalers, etc.

The Miner will each month publish what will be known as the Butte Miner Service Bulletin.

MAGAZINE STARTS WITH 600,000 CIRCULATION

Milestones, Adult Literary Monthly, Issued by the Firestone Tire & Rubber Co., of Akron, O., Begins Career with Noteworthy Circulation—W. K. Towers Named Editor.

Walter Kellogg Towers recently resigned the managing editorship of the American Boy to assume the editorship of Milestones, a new adult literary monthly issued in the interests of the Firestone Tire & Rubber Co., of Akron, O. The publication began its career in



WALTER KELLOGG TOWERS.

June with a circulation in excess of 600,000 copies.

Milestones is in no sense a house organ, the representation of the Firestone Company being confined to advertisements on the two inside cover pages. The magazine is given over to fiction and fact by leading writers, and publicity matter is rigidly excluded. Authors of note whose writings have thus

far appeared include Rex Beach, Harold Titus, Ring Lardner, Clarence Buddington Kelland, Walter Camp, Frank Goe-wey Jones, Don Marquis, Edgar Guest, and Henry Wodehouse.

The Franklin Press, of Detroit, is printing the new magazine, and Mr. Towers maintains his offices in its building.

EDITORS VISIT CHICAGO

West Michigan Press Association Entertained by Chicago Herald.

The West Michigan Press association, including representatives of seventy-five small town and country newspapers, visited Chicago recently on its sixth annual outing and educational trip.

Upon their arrival the members were entertained as guests of the Chicago Herald Land and Industrial Bureau, under the management of Ward D. Williams, industrial commissioner. A luncheon in their honor was given at the bureau, at which Ernest B. Bleet, president of the association, was toastmaster.

Real Newspaper Luck

When the Nantasket Beach steamer Mayflower was rammed by a submarine in Boston Harbor during a thick fog last week, putting the lives of about 1,000 men, women, and children in jeopardy, it afforded another instance of what the Boston editors call globe luck, for James T. Sullivan, automobile editor of the Globe, was aboard. As a result, the Globe had a story giving all the thrills and close details.

Woman Telegraph Editor

Perhaps the only woman telegraph editor of a large city paper is employed on The Omaha Bee. Miss Grace Robinson, for some months has been employed on special editorial and reportorial work on the Bee. When H. D. Bretsch, long-time telegraph editor of the Bee resigned, Miss Robinson asked for the place, and was given a tryout. She has been making good in fine shape.

"America's Largest and Best Newspaper Industrial Advertising Agency"

Permanent weekly industrial pages among non-regular advertisers.

Solicitors of Industrial Advertising for Rotogravure Sections and Sunday Magazine Sections.

High Class Special Editions handled for leading newspapers in the larger cities only when there is a special reason for their publication and where the Publisher is willing to make the Edition thoroughly representative from a news standpoint.—Entire supervision of news and mechanical ends given when requested.

All Industrial advertising solicited on an indirect result general publicity basis somewhat along the same lines that Trade Journal, Bill Board and Street Car advertising is secured. No campaigns conducted in cities having a population of less than 200,000.

JOHN B. GALLAGHER COMPANY

Home Office: Woodruff Building, Joliet, Illinois

Branch Offices: Herald and Traveler Building, Boston; Courier-Journal Building, Louisville; Constitution Building, Atlanta; Times-Dispatch Building, Richmond; 506-8 Equitable Building, Baltimore; 319-20-21 Keith & Perry Building, Kansas City; 503 Lumber Exchange Building, Chicago. Room 1622-50 Broad St., New York City.

URGE THAT GOVERNMENT PAY FOR ADVERTISING

Southern California Associated Dailies Ask That "Government Pay the Newspapers for Government Publicity Just as It Pays for Other Commodities It Purchases."

Crombie Allen, publisher of the Ontario (Cal.) Daily Report and president of the Southern California Associated Dailies, is appealing to the members of the organization of which he is head to write to President Wilson, Secretary McAdoo, Senators Johnson and Phelan, and to all of the California members of the House of Representatives, urging that "the Government pay the newspapers for Government publicity just as it pays for other commodities."

In a recent letter to Theodore Hardee, Chairman of the Federal Reserve Bank, San Francisco, Mr. Allen, at the request of Mr. Hardee, estimated that his newspapers had contributed a minimum of \$1,800 to the Government in aiding the sale of the first issue of Liberty Bonds. He continues as follows:

NO CLAIM SUBMITTED.

"Now, we didn't even put in a claim for \$1,800, or for any amount, but if any one agency needs fair pay for services rendered in selling the bonds, it is the newspaper press. I feel sure in saying the newspapers of the nation will not allow themselves to be outdone by any agency in doing their bit to help win the war. This is a just war, and the newspapers of the nation can be counted on to do everything in their power to help win it. And in future they will equal the generosity of any, but until the Government begins to ask munition manufacturers, railroads, and all others furnishing supplies, selling commodities, or rendering services to the Government to do so without pay, the newspapers cannot be considered unpatriotic in refusing further to give away the only commodity they have for sale—space—their only source of bread-and-butter revenue. We have not yet heard of the Government asking the farmer or the manufacturer or anybody else but the newspaper to give his commodity free to the Government. This is not a criticism of others for getting pay for what they furnish to the Government. They are entitled to pay. All the newspaper asks is to be put on the same sound business basis.

"Many imagine war a fine thing for newspapers. The war hits the newspapers harder than any other industry. It takes toll at both ends. Commercial advertising is reduced, while producing expense is increased. Everything that enters into the production of a newspaper is vastly more expensive to pay for with lessened revenue due to decreased advertising. Every extra paper sold is at a loss. It is reported that the Paper Trust, after declaring big dividends, has a surplus of over \$16,000,000. Many newspapers are being forced to the wall, unable to pay the almost prohibitive price of paper, jumped up entirely out of proportion to the slight increase in cost of production.

HAD TO PAY OTHERS.

"In connection with the Liberty Bond sale I tried in vain to send either a telephone or telegraph message about it without paying. I assumed that, inasmuch as the newspapers were doing everything for nothing, the telephone and telegraph companies were doing likewise. Nothing doing. Likewise, even the Postmaster refused to send a letter about it without being paid in advance.

"The newspapers simply ask that forthcoming bond issues be advertised just as other selling campaigns are advertised; that the Government do business on a business basis, dealing with newspapers selling their only commodity—space—on the same basis they do with manufacturers, farmers, and others having commodities for sale. Manufacturers simply sell their commodities to the Government for certain prices. That is all. The Government gets their commodities, the manufacturers get the Government's money. And it is all eminently right and proper it should be even so. The newspapers simply ask the Government to pay for their advertising, for the newspaper's commodity.

"But with the exchange of the manufacturer's commodity for the Government's money, the incident is closed, but even with paid advertising the newspaper does not cease to labor to win the war. The newspaper man does his individual bit, like all other good citizens, but his paper also helps in the news and editorial columns."

NEWS CARRIERS ENTERTAINED

Indianapolis News Plays Host to 800 Boys on Big Trip to City.

An innovation to arouse the interest of the carriers and agents of the Indianapolis News has been made by that paper in bringing 800 of its carriers and agents from all parts of the State for a day's visit to Indianapolis and the office of the News. The visitors were divided into eleven delegations from various sections of Indiana, the trips being made about a week apart.

Sixty per cent. of the youthful visitors had never seen their capital and showed enthusiastic interest in the excursions to the State House, James Whitcomb Riley's home, and the plant of the News. The delegations were in charge of V. Snyder, assistant circulation manager.

The boys and girls were returned to their homes in the afternoon, following a movie party, by special interurban cars, so that the trip did not interfere with the regular delivery of the paper.

From Newsie to Pastor

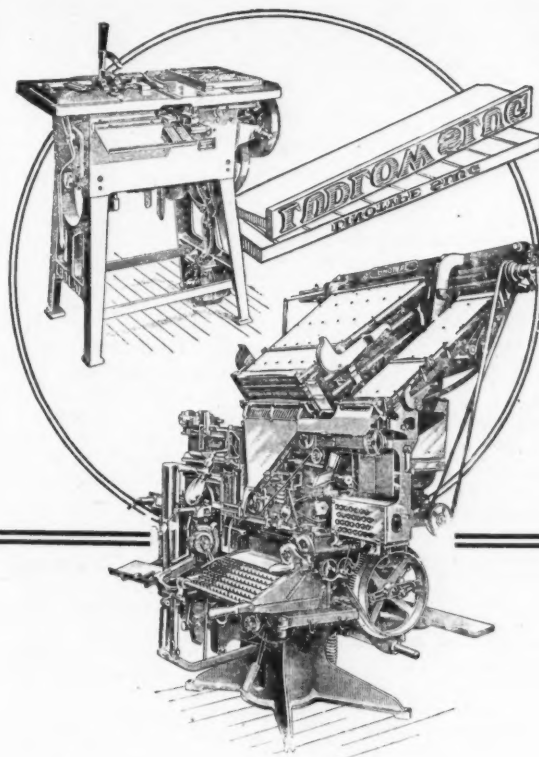
The Rev. John C. DeKorne, who has been called to his first pastorate, that of the Christian Reformed Church at Englewood, N. J., and who was graduated last June from the Christian Reformed Seminary at Grand Rapids, Mich., earned the money with which to continue his studies by working for the Grand Rapids Press, first as a newsboy and later by covering church news. In Calvin College, prior to his entering the seminary, he was for several years local news editor, business manager and editor-in-chief of the Calvin College Chimes.

Premier Visits Press Gallery

The conventions of the Press Gallery of the English House of Commons were broken recently when the Prime Minister, David Lloyd George, visited the gallery in person to present to T. H. Parr, chairman and former secretary of the gallery, a silver table lamp and a watch in recognition of his three years' service as secretary.

Magazine for Soldiers

American Khakiland, a semi-monthly publication in the interests of the national army, will be published at Tacoma, Wash., beginning immediately after mobilization.



We Dump All Our Ads At the End of the Day

"Our ad alley is equipped with four Multiple Magazine Linotypes, two Ludlow Typographs and a Linotype Lead and Rule Caster. Composition up to and including 14-point is set on our three-magazine Model 8's. Other sizes up to and including 42-point are set on our Ludlows. Linotype-Ludlow All-Slug composition enables us to dump all our ads at the close of the day. It has increased the efficiency of our ad room, economized in floor space, and saved the purchase of several thousand dollars' worth of new type."

P. C. TREVIRANUS, *Publisher*
MILWAUKEE (WIS.) JOURNAL

THE TRADE LINOTYPE MARK LINE

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Tribune Building, New York

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NEW ORLEANS

TORONTO, Canadian Linotype, Ltd.

AUSTRALIA OFFERS BIG BUSINESS OPPORTUNITY

C. E. Bosworth, of United States Consular Service Offers Sound Advice Concerning Advertising in Australasia—Newspapers are Favored Mediums, He Reports.

The advertiser who would extend his business to include Australasia would do well to read the following report from C. E. Bosworth, of the United States Consular service:

"In Australasia, including Australia, New Zealand, and the island dependencies in the Pacific, there are about 6,000,000 white. On account of the natural wealth of the countries and the high wages paid, especially in Australia, the purchasing power of the individual consumer is unusually high. This circumstance, together with the popularity of American merchandise and the curtailment of supplies from European countries, renders it easy for American manufacturers to increase and intensify distribution throughout Australasia. It must be remembered, however, that while New Zealand is a part of Australasia, it is not properly a part of Australia, and the Dominion and the Commonwealth should be treated as separate territories.

"American monthly magazines and weekly periodicals have very satisfactory circulations throughout all Australasia. In fact, with the better classes American publications of this kind are more popular than those of any other country. It is regrettable that this overflow circulation from the United States is not put to better use by American advertisers. The appreciation of advertised American merchandise by the Australasian consumer is so keen that many communications are addressed direct to the advertiser. Before a reply can be received nearly three months elapse; in the case of inquirers in the more remote sections the time is from one to two months more. Quite naturally many sales are lost, especially when the goods are needed to satisfy immediate requirements. Advertising to show convenient sources of supply would also tremendously decrease substitution of the merchandise of other countries for that of America.

DIFFICULTIES ENCOUNTERED IN AUSTRALIA.

Australia is well served with daily newspapers, weekly journals, and monthly magazines. Excellent facilities also exist for poster displays along streets, and railway lines, electric signs, picture-theatre, screens, and the like, but the daily and weekly newspapers and periodicals of more general nature will command most attention from American advertisers. It is impossible, however, to plan a campaign for Australia from the American office in anything more than a general way, for there is no uniformity in typography, column widths, or display spaces available. Moreover, American copy is far from suitable for Australasian readers and the usual American display does not fit the Australasian temperament.

"The controlling factors in Australian advertising are too numerous to enumerate in detail, and rules of publishers change without much of any notice so that the assistance of a local service agency is imperative. Some idea of the difficulties encountered in Australian advertising may be gained from the following:

"In nearly all metropolitan dailies 12 inches double column is the smallest space allowed for display.

"One leading daily will not take 12 inches across four columns, although most other papers will.

"With one exception, morning papers will not take twelve inches across three columns.

"Some dailies will not allow cuts (blocks) except name-plates and trademarks, and these are restricted as to size and blackness.

"Some of the daily papers do not hesitate to arbitrarily cut out any part of an illustration or border which, in their opinion, is too black.

"Daily paper column widths vary from 13 ems to 15 and 16 ems, and variations in the weekly and monthly column widths are even greater.

"Many American manufacturers are advertising successfully in Australia, but they allow their local service agent considerable latitude in the matter of editing or rewriting copy and altering display and illustrations to fit Australian conditions. There have been some dismal failures of American advertising when the copy and display were prepared in America and published in toto in Australia. The Australian service agencies work on a charge of 10 per cent. to the advertiser, bills rendered monthly. For a twelve-inch double-column ad run twenty-six times a year in two dailies in each of the State capitals the cost would be about \$12,150; in one daily in each of six leading provincial centres, about \$3,650, and in one weekly in each of six States, about \$3,650, a total of \$19,450.

NEWSPAPERS THE FAVORED MEDIUM.

"There are not quite so many difficulties in New Zealand advertising, but the requirements of the local reading public are so individual that here, too, coöperation from a local service agency is necessary. In the Dominion, newspapers undoubtedly dominate the advertising field, because the population is so scattered. New Zealanders are keen newspaper readers, and more periodicals are published in the Dominion in proportion to the population than in any other part of the globe.

"When employing a service agency in New Zealand, the cost is never greater to the advertiser than when placing the advertising direct, for New Zealand agencies are paid by commission from the publishers, and the line is very clearly drawn as to who shall and who shall not receive such commissions. In New Zealand the standard measurement of single column is 12½ ems and double column 25 ems on the type surface. There should be as little detail as possible in illustrations, because a poor quality of paper is used and the press-work is poor.

"As to costs in New Zealand, a complete campaign covering appearance in ten city dailies, twenty-four provincial publications, and in six weeklies and monthlies, would run into about \$10,550 for a year, assuming that a six-inch double-column advertisement was run every second issue in the city dailies, twice a week in the provincials, and in each number of the weeklies and monthlies. To take a foremost daily in each city, twelve of the best provincial papers, and omitting the weeklies entirely, an expenditure of about \$4,550 per annum would be required."

Newspaper for Soldiers

John Stuart Bryan, of the Richmond (Va.) News-Leader, and a member of the executive council of the International Y. M. C. A., is arranging for the publication of an army camp weekly newspaper for Fort Oglethorpe and Chickamauga Park, to be printed at the Chattanooga Times plant.

BILLBOARD FIGHT CONTINUES

Defect Discovered in Los Angeles Ordinance and Fight Reopens.

The billboard fight is waging merrily in Los Angeles. The City Attorney has been instructed to prepare a billboard ordinance because members of the Board of Public Works, who were instructed by the City Council to take steps to put the law into effect, discovered what they believed to be a serious defect. The ordinance has no provision compelling the owners of bill boards to make application to the board for permission to erect the billboards, although it does provide that no billboard can be erected without a permit.

This means, it is claimed, that the board would have to employ a corps of men to keep tab on the districts within which billboards will be permitted under the new ordinance, to see that none is erected without a permit.

Honor Louis Wiley

The Canadian club of Vancouver, B. C. gave a luncheon in honor of Louis Wiley, business manager of the New York Times on August 23rd. Mr. Wiley is on a trip to Canada and is expected back about September 1st.

Indiana Editors to Meet

The northern Indiana Editorial Association will meet in Wabash, Ind., September 14 and 15.

WILL ADVERTISE THE BIBLE

First of Copy Prepared by Departmental Will Appear Next Month.

The committee of the church advertising department of the Associated Advertising Clubs of the World, in conjunction with the American Bible Society, will advertise "A Khaki Bible in Every Soldier's Kit," in Collier's and the Literary Digest, week of September 8, and in Outlook, September 12.

The committee is composed of John Clyde Oswald, chairman; Herbert S. Houston, Geo. W. Hopkins, Wm. H. Johns, Geo. Ethridge, W. B. Ruthrauff, Rev. C. F. Reisner, and Wm. L. Roberts, executive secretary.

The space will be paid for by the American Bible Society.

Forbes to Turn On the Light

It is announced that in the initial issue of the Forbes Magazine there will appear the first of a series of articles under the title: "The Inside Story of How Forbes Gets Big Men to Talk." The author, B. C. Forbes, has long held a conspicuous place among financial writers, and is said to have interviewed a greater number of big men of the financial world than any other man. His stories of the characteristics of these men, and of the unpublished parts of interviews, should have a wide interest for newspaper men.

***Milk is milk, but there is a great difference between skimmed milk and the unskimmed article**

So, also, there's a difference in furniture.

(Signed)

August 2, 1917.

John Wanamaker

So, also, there's a difference in newspaper circulations.

The A. B. C. detects the "skimmed" article.

By a co-incidence not at all strange, The Standard Union is the only Brooklyn paper which is an A. B. C. member; also the only one carrying the full Wanamaker copy.

THE TRADE PRESS

Samuel Adams, publisher of the American Fruit Grower, Charlottesville, Va., has purchased the Fruit Grower, St. Joseph, Mo., and has merged the two publications. The head office will be at Chicago, with Eastern and Western headquarters at Charlottesville and Kansas City, respectively.

B. J. Skinner, former advertising manager of Manufacturers' News, Chicago, is now advertising manager of Petroleum, Chicago.

C. O. Ferguson, former circulation manager of Motor Age, has been made circulation manager of the Class Journal Company, New York.

The Audit Bureau of Circulations has completed audits of circulation accounts for the following publications: American Architect, New York; Building Age, New York; Le Bon Ton and Le Moniteur de la Mode, United, New York.

The Agrimotor is the name of a new Chicago monthly publication devoted to the farm tractor industry. It will be published at East Jackson Boulevard.

P. W. Stuckenberg, formerly of the National Builder, Chicago, has been appointed advertising manager of Building Material News, Chicago.

The Business Barometer of California is the name of a new Los Angeles weekly publication to be issued every Saturday.

The Architectural & Building Press, Inc., has recently received incorporation papers under the laws of the State of New York. This corporation will publish the American Architect, Building Age and Metal Worker, Plumber and Steam Fitter. The officers of the organization are G. E. Sly, president, and E. J. Rosencrans, secretary and treasurer.

The California Motorist, a new publication issued by the California State Automobile Association, has made its appearance in San Francisco, with John H. Wishar as editor.

Alfred Marschner, for many years managing editor of the Mid-West Hotel Reporter, published in Omaha, has resigned. Robert B. Wallace, formerly in the advertising agency business, has bought an interest in the publication and is now managing editor.

Newspaper for Soldiers

An army newspaper, the Reconnaissance, is being published at Camp Blair, the mobilization camp of the First Texas Field Artillery, near Dallas, Tex. It is edited and managed by Texas newspaper men now in the army, and is devoted to matters of interest to the Camp Blair soldiers. Corporal Will S. Henson, former Dallas Morning News reporter, is business manager, and Corporal Silliman Evans, former staff correspondent of the Fort Worth Record, is managing editor.

Reject Printers' Home Plan

Plans for the establishment of a branch of the Union Printers' Home in the South were rejected by the annual convention of the International Typographical Union, held recently at Colorado Springs, Col.

Paper Suppressed

The Battle Axe, a weekly paper published at Danville, N. Y., was denied admission to the mails Friday on account of articles recently published on conscription.

WITH THE AD AGENCIES

Leon L. Carroll, formerly president of the Carroll-Schless Co., Inc., New York, which concern has been liquidated, has rejoined Sherman & Bryan, 79 Fifth Avenue, New York, with whom he was formerly connected.

Robert E. Rinehart, for some time manager of the New York office of William H. Rankin Company, has just been made vice-president of the company and given enlarged responsibilities.

G. Irving Schneeberger is now assistant manager of the service department of Carney & Kerr, Inc., New York.

The Johnston Overseas Advertising Service, New York city, has been established as a response to suggestions coming to the Johnston Export Publishing Company, publishers of the American Exporter, from domestic advertising agencies and from publications abroad. This service will be devoted to placing advertising in newspapers, magazines, technical and trade journals abroad, and will embrace all forms of foreign publicity. Edwin C. Johnston and Franklin Johnston are managing directors. Frank B. Amos, for the past five years foreign advertising manager of the Studebaker Corporation, has resigned that position to become manager of the Overseas Service.

Arthur G. Heller, who fourteen years ago established the Heller-Barnham Agency, in Newark, N. J., and has been head ever since, has become associated with Churchill-Hall, Inc., 50 Union Square, New York.

W. D. Shafer has been added to the staff of Stavrum, Thomson & Bennett, Inc., 14 East Jackson Boulevard, Chicago, as vice-president and head of the special service and research department. In times past Mr. Shafer has been in the employ of Sears-Roebuck & Co., Montgomery Ward & Co., and Charles Williams Stores.

Everett R. Currier is now in charge of the art work and printing of Burrien-Durstine, Inc., New York.

New Little Rock Paper

The Little Rock (Ark.) Daily News has been incorporated with a capitalization of \$25,000. R. B. Robins is president and will be editor; C. C. Williams, vice-president; Dr. M. F. Dickinson, secretary and treasurer. The officers and J. A. Houghton and T. W. Mattingly will constitute the board of directors. The first issue of the paper, which will sell for one cent and will be published afternoons, will appear about September 1.

The Masses Again Barred


The September issue of The Masses, New York Socialist publication, has been excluded from the mails like the August issue. Besides denying the publication mailing privileges, upon the grounds that it contained matter prejudicial to the military interests of the nation, Postmaster Patten notified the publishers that their second-class mailing privileges had been revoked, because of the enforced irregularity of mailing.

Publish Anniversary Number

The Sherman (Tex.) Courier recently published a creditable fiftieth anniversary number of twenty-four pages in three sections.

Chance and good luck have about as much to do with building a prosperous newspaper as they had with the building of the Panama Canal.

Biggest of the Year

 THE sale of THE NEW YORK COMMERCIAL to Russell R. Whitman of Chicago (formerly Director of the Audit Bureau of Circulations) is described as the largest and most important newspaper transfer of the year.

The following letter from the purchaser speaks for itself:

"Messrs. Harwell & Cannon,
Times Building, New York City.

Gentlemen:

Your services in connection with my recent purchase of The New York Commercial were highly satisfactory to me and it will, in the future, afford me much pleasure to pass this word along to my friends.

With cordial good wishes,

Very truly yours,

(Signed) Russell R. Whitman,
Publisher."

RRW/IR

AUBREY HARWELL

HENRY F. CANNON

HARWELL & CANNON

Newspaper & Magazine Properties
Times Building, New York, N. Y.

EDITORIAL

NEWSPAPERS ARE SERVING THE NATION

EDITORS and publishers of newspapers should familiarize their readers with some of the facts cited in the statement made last week by A. G. McIntyre, representative of the Paper Committee of the A. N. P. A. The public should understand the conditions under which newspapers are operating. The absurd idea that this industry has profited through the war has been voiced many times in Congress. It has been carried to the people. It is natural that they should accept such statements, if uncontradicted, and that they should get the notion that the newspapers are in a position to donate their advertising space to every worthy, patriotic cause.

Mr. McIntyre points out that the newspapers will lose ten millions of dollars this year through increased operating costs, in spite of drastic economies—these leading, in some instances, to actual impairment of their public service in printing the news and useful feature matter.

He cites the fact that many newspapers have not only turned over all of their usual profits to the manufacturers of news print, but that they have been compelled to use their credit or their reserve in order to meet the demands of an artificial market in this commodity.

If newspapers, in demanding fair treatment in legislation, are to be supported by public opinion, that opinion must be correctly informed, and the task of doing that confronts the editors and publishers. The prevalent notion that newspapers are earning vast profits from increased circulation due to the war must be exploded. A frank statement of the economic conditions prevailing in the industry should be made to the people through the columns of all newspapers.

When a publisher urges the justice of a paid advertising campaign by the Government in selling its bonds he is accused of sordid motives. When he opposes a special tax on profits, applying only to his business, or an increased postal rate which would tax him for a part of the cost of sending magazines through the mails, he is denounced as an unpatriotic kicker. When he urges Federal control of news print prices, in the interests of a competitive market, he is presumed to be talking for his own pocket, rather than in the public interest.

If the people realized the exact conditions in the newspaper industry—realized what a heavy burden the newspapers are carrying in order that they may render the high service required of a free press in war time—they would view Congressional hostility to them in the proper light, and would help to put an end to it.

AS TO POSTAL RATES

IT is asserted that the Government sustains a loss of about ninety millions a year on second-class mail matter. Whenever this matter is mentioned in Congressional debates, it is charged that this loss constitutes, practically, a bounty, or subsidiary **GIVEN BY THE GOVERNMENT TO THE NEWSPAPERS.**

The charge is not true. It is made either through ignorance or malice. It is supported by men who are anxious to have it believed that the Government ought not to be expected to pay for newspaper advertising because of the great bounties going all the time to the newspapers.

The bulk of the mail circulation of newspapers is within 300 miles of the publication points. Within that zone the Government pays for transportation of second-class matter considerably less than it collects from the publishers. It is for transportation charges outside that first zone on which the Government incurs its annual losses of ninety millions. And this loss is chargeable, almost in total, to magazines—not to newspapers.

The small proportion of these long-haul losses which are due to carrying newspaper mail should be cheerfully borne by the newspapers. They may be assessed through a graduated scale of charges, based upon the average costs for the different zones.

It would be manifestly unfair to newspaper publishers to be compelled to pay a flat rate increase, for that would merely serve to place upon them a part of the burden which belongs to the publishers of magazines and periodicals of national cir-

ERROR of opinion may be tolerated where reason is left free to combat it.—Jefferson.

lation. A flat rate for express and freight, fixing the charge for carrying bulk merchandise without regard to the length of haul, would be inconceivable. It would favor the shipper who sent his merchandise across the continent and penalize the shipper who sent it but a few miles. The flat-rate postage charge does just that.

One cent a pound is a fair charge for second-class matter within the three-hundred-mile zone; it is a nominal charge, involving the bounty principle, for the cross-continent hauls.

The McKellar amendment, in consideration in the Senate, provides for the establishment of the zone system, but fixes the charges on a basis of moderate increase, with a view to permitting magazines and other nationally distributed publications to adjust their subscription rates pending further increases in the rates. Newspaper publishers should support this legislation, for it is in the public interest.

TESTIMONIAL FOR THE PRESS

ONE of the Pacifist Senators said to a delegation of publishers—according to Edgar E. Piper, editor of the Portland Oregonian: "Don't you want to pay for your war?" We wonder if some statesman of the revolutionary period may not have asked the same question of Patrick Henry?

Our modern Pacifists accord to the newspapers too much honor in referring to the participation of our nation in the struggle as a result of their work in arousing public sentiment. For the newspapers do not claim all of the credit for that great accomplishment. Americans could not stand aloof from

August 25, 1917.

Volume 50, No. 11.

THE EDITOR AND PUBLISHER

Published weekly by

THE EDITOR AND PUBLISHER CO.

1117 World Building, 63 Park Row, New York

James Wright Brown, president and editor; Edwin Doddridge DeWitt, secretary, treasurer and publisher; W. D. Showalter, managing editor; Carl H. Getz, news; Marlen E. Pew, features; Geo. P. Leffer, assistant treasurer and business manager; J. W. Ferguson, advertising manager; H. R. Drummond, promotion; E. Gans, circulation.

10 cents a copy; \$3 a year; foreign postage \$1.00; Canadian 50c.

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THE EDITOR AND PUBLISHER maintains a corps of paid correspondents in the following cities:

Albany, N. Y.—Thos. C. Stowell, 136 Washington Ave.
 Atlanta, Ga.—Miss Nell Freeman, The Constitution.
 Boston, Mass.—Roy Atkinson, The Post.
 Bridgeport, Conn.—Warren W. Lewis, The Herald.
 Buffalo, N. Y.—A. H. Kirchhofer, The News.
 Brooklyn, N. Y.—Tom W. Jackson, 919 Foster Ave.
 Chicago, Ill.—C. B. Cory, Jr., Inland Storekeeper, People's Gas Building.
 Cincinnati, O.—Roger Steffan, The Post.
 Columbus, O.—R. H. Jones, The Citizen.
 Cleveland, O.—W. H. Zelt, 764 Hippodrome Annex.
 Dallas, Tex.—J. E. King, 202 South Winnetka Ave.
 Denver, Colo.—Merleth Davis, Rocky Mountain News.
 Des Moines, Iowa.—Roy A. Jarnigan, The Capital.
 Detroit, Mich.—Fred R. Barkley, 146 Charlotte Ave.
 Indianapolis, Ind.—Ellis Searles, The News.
 Jacksonville, Fla.—Walter R. Early, 42 West Adams St.
 Little Rock, Ark.—W. H. Adams, Arkansas Gazette.
 London, Eng.—Valentine Wallace, 37 Southampton St. Strand.
 Los Angeles, Cal.—Fred Gilroy, The Times.
 Louisville, Ky.—Aubrey Cossar, Starks Building.
 Memphis, Tenn.—Arthur J. Forbes, Commercial-Appal.
 Milwaukee, Wis.—U. G. Cox, 423, 22d St.
 Montreal, Que.—J. C. Ross, Board of Trade Building.
 Minneapolis, Minn.—T. A. Boright, The Tribune.
 New Orleans, La.—Henry I. Hazelton, 903 Hibernia Bank Building.
 New York.—Joe A. Jackson, The World.
 Omaha, Neb.—A. E. Long, The Bee.
 Philadelphia, Pa.—Miss Curtis Wager Smith, 3207 Baring St.
 Pittsburgh, Pa.—C. C. Latus, The Dispatch.
 Providence, R. I.—Wm. M. Strong, The Journal.
 Portland, Ore.—F. W. McKechnie, United Press, Oregon Journal Building.
 San Francisco, Calif.—Geo. R. DeVore, 1915 Green St.
 Seattle, Wash.—Roy Alden, The Times.
 St. Paul, Minn.—John Talman, 509 Laurel Ave.
 St. Louis, Mo.—C. M. Baskett, P. O. Box 856.
 Savannah, Ga.—J. P. Watkins, Dixie News Bureau.
 Spokane, Wash.—Ralph E. Dyer, Spokesman, Review.
 Toronto, Ont.—W. A. Craik, 52 Foxbar Road.
 Washington, D. C.—E. A. Halsey, 402 Wardman's Court, East.

this struggle between the forces of darkness and of light. Safeguarding an inheritance of free institutions, Americans had no choice but to fight. If their free press played its appointed part in kindling anew the fires of patriotism in the great Republic—and even the enemies of democracy admit that this happened—that is honor enough.

A DREAM COME TRUE

RUSSELL R. WHITMAN'S life dream, he says, has been to own a publication of his own. He has nurtured that aspiration through the years in which he has served other men with steady zeal and signal success. He kept the flame alive when he was planting and reaping for others. It did not die in the period of his greatest activity—the three years in which he built the structure of the Audit Bureau of Circulations on such substantial foundations that it will endure.

The dream comes true for Russell R. Whitman—and he takes command of a newspaper ship strong and trim and in active service. As pilot for the New York Commercial he will be guided by the tested charts made by the last owner, Mercer P. Moseley, a man of force and genius and convictions.

Whitman can count neither his friends nor his enemies—for the former are too numerous, and the latter are too few to count. Having found the fabled goal at the end of his rainbow—a property highly prosperous now and highly promising for the future—he comes into his own. THE EDITOR AND PUBLISHER, knowing his quality, believing in his strength for the biggest tasks, proffers to him the heartiest congratulations on his propitious advent into the ranks of the owners of newspapers.

"BEG YOUR PARDON!"

THE Chicago Tribune has created a "BEG YOUR PARDON!" department. The purpose of the department is to correct errors of statement in that newspaper, and the Tribune frankly admits that the new department will be most successful when least busy.

Until human beings have attained to 100 per cent. accuracy in dealing with facts, newspapers—compelled to rely upon human testimony in securing the facts about happenings and events—will remain fallible.

All good newspapers strive toward the accuracy ideal. The intent to tell the truth is always there. Yet, in spite of vigilance, of right intent, flies will get into the ointment—and somebody will be annoyed, possibly really injured, through a minor slip. A transposition of house-number figures will place the wrong house in quarantine—an incorrect middle initial of a name will make an innocent man the co-respondent in a divorce case.

The intent to be accurate leads logically to an eagerness to correct even slight errors—and the Tribune's "BEG YOUR PARDON!" department will serve to make such corrections a FEATURE, focusing especial attention upon them and thus more effectually repairing the hurts made by the original errors.

THE New York State Circulation Managers' Association, just launched at Schenectady, is the fourth of the sectional—third of the State—organizations of progressive workers in this field of newspaper making. With a charter membership that is representative, the new association may look forward to a period of quick growth. Other State organizations are in prospect.

NEWSPAPERS and editorial space will be given generously to the next sale of Liberty Bonds, whether the offering shall be advertised or not. But news and editorial matter will not suffice to sell the bonds. They would reinforce the appeal of the advertising—powerfully. But **SELLING TASKS** are not conducted through the news and editorial columns.

THE patriotic newspaper will utter only constructive and helpful criticism of the Governmental policies. Therein lies service to the nation and its cause. Seditious consists in supporting the cause of the enemy—and such support may conceivably grow out of a refusal to point out and aid in correcting our own errors of judgment.

PERSONALS

NEW YORK.—Jessie C. La Cente, of the Evening Telegram, is visiting on the Pacific Coast.

Jack Meador, former war correspondent on the staff of the Herald, is now general press representative of the Longacre Distributing Company, New York.

W. E. Roderick, Tribune reporter, has been accepted for the draft.

J. E. Winkler, reporter on the American, is spending his vacation playing tennis.

Included among the Tribune men who will attend the officers' training camp at Plattsburgh are: Parkhurst Whitney, reporter; Philip Kerby, ship news reporter and formerly the Associated Press correspondent at Paris; William McGeoghan, sporting editor, and Marquis James, who has been the Tribune correspondent at Plattsburgh.

G. E. Laughrey and Louis J. Lang, reporters on the American, are taking a vacation motor trip through New England.

Merryle F. Rukeyser, former Columbia University correspondent for the Tribune, is now on the Tribune city staff.

M. J. Colfine, who has been in charge of the American's city copy desk, will enter the officers' training camp at Plattsburgh.

Frank Elser, formerly with the Associated Press and the Times, has joined the editorial staff of the American.

Jack Pratt, day city editor, is now acting city editor of the American.

E. H. Edinger, former correspondent of the American at Columbia University, is now on the local staff of the American.

W. A. Davenport will represent the American at the mobilization camp at Spartansburg, S. C.

Henry W. Francis will represent the Tribune at the mobilization camp at Spartansburg, S. C.

R. F. R. Huntsman, president of the Brooklyn Standard Union, has returned from a vacation trip in Maine.

Howard H. McLellan, who left the staff of the Evening World in May to join the army, has been made a corporal in Company B, Seventh Regiment.

Robert H. Lyman, assistant managing editor of the World, has returned, refreshed by a seaside vacation, to his desk.

Isaac D. White, head of the World's legal bureau, is again at his desk, after an enjoyable vacation in the Adirondacks.

Miss Rosale Armistead Higgins, feature writer of the Montgomery (Ala.) Advertiser is spending her annual vacation in New York.

W. J. Weissinger, of the Washington Bureau of the International News Service is in the New York office this week.

E. J. Denice, formerly of the City News Association, has joined the reportorial staff of the Evening Journal.

A. S. Moffat has joined the staff of the Nautical Gazette, published by the Evening Post Company.

William H. Baldwin, 3d, of the city staff of the Evening Post, has joined the navy and is serving in the Censor's office.

Oswald Knauth, of the editorial staff of the Evening Post, has been commissioned a second lieutenant in the field artillery.

John E. Cullen, managing editor of the Evening Mail, is in the New Rochelle Hospital recovering from a slight operation.

O. E. Cesare, Evening Post cartoonist, is taking a month's vacation.

I AM not a Virginian, but an AMERICAN.

—Patrick Henry, 1774.

OTHER CITIES.—C. J. Cunningham, former sporting editor of the Waterbury (Conn.) Republican, resigned recently because of ill-health.

W. H. Miller, of Memphis, has joined the reportorial staff of the Pine Bluff (Ark.) Graphic.

Miss Leah Bradley, of Kingfisher, Okla., formerly of Grand Rapids, Mich., is now a reporter on the Arkansas Gazette, Little Rock.

Courtland Maybin, former sports editor and police reporter on the Tacoma (Wash.) Tribune, is now assistant automobile editor of the Seattle Times.

George Turnbull, who has been serving as assistant professor of journalism at the University of Oregon, Eugene, during the summer and last semester, has returned to his former position on the Seattle Times.

R. V. Williams, former sporting editor of the Oklahoma City Daily Oklahoman, is now a reporter on the Joplin (Mo.) Globe.

Benjamin H. Serkovich, for many years the Omaha Bee's police reporter, has taken a position on the Omaha News.

A. W. Van Pelt has left the Gulf States Farmer, New Orleans, to join the staff of the Hattiesburg (Miss.) News.

W. S. Goodsen, of the Columbus (Ga.) Sun, will become city editor of the Jackson (Miss.) Clarion-Ledger, this coming week.

Jack Jungmeyer, of the Newspaper Enterprise Association, is travelling through Humboldt County, Cal., gathering material for a series of stories on the lumber industry and wooden ship-building for the Government's emergency fleet.

Howard C. Kegley, former city editor of the Pomona (Cal.) Progress, is now with the Los Angeles Times.

BOSTON.—Clayton Young, formerly of the Globe, Herald, American, and Journal staffs, has accepted a position as city editor of the Manila Times. He leaves to take up his new duties next week.

Charles A. Merrill, of the Globe, was one of those whose name was listed on the drafted "roll of honor" this week. Mr. Merrill passed physically and did not claim exemption.

Charles E. Young, assistant managing editor of the Post, left this week for a vacation trip, during which he will visit New York, Philadelphia, and then join Mrs. Young at Long Branch, N. J.

Walton A. Green, one of the owners of the Boston Journal, is among those who will attend the second Plattsburgh camp.

Percy Harrison, who for eighteen years was local man for the New York Sun, is on a visit to Boston. Mr. Harrison is now a lieutenant-commander in charge of the Machias, Me., district of the naval reserves.

Edward McKernon, New England correspondent for the Associated Press, with headquarters in Boston, is enjoying his annual vacation. During his absence G. B. Littlefield, night editor, is acting correspondent.

PROVIDENCE.—William G. Roelker, advertising manager of the Journal, has been made a member of the Trade Extension Committee of the Pilgrim Publicity Association, Boston.

Lieuts. William M. Tugman and John

R. Hess, jr. recently graduated from Plattsburgh, are visiting here before going to Ayer to take a command.

E. E. Long, news editor of the Evening Bulletin, and Stephen A. Greene, of the reportorial staff, are having their vacations.

BALTIMORE.—Herbert Wyle, business manager of the News, is away on his vacation.

J. N. Newell, editorial writer on the News, has completed his preliminary training at Fort Myer, Va., and has been commissioned a second lieutenant in the Quartermaster's Department of the National Army.

J. Edward Murphy, for a long time with the Munsey organization, is now with the Sun.

Robert Irwin, of the News has enlisted in the Coast Artillery.

Carl Schuler, who abandoned newspaperdom for private business, has returned to the News.

Jason W. Stockbridge, assistant city editor of the Star ever since that newspaper started publication nine years ago, has joined the editorial forces of the Sun.

William K. Conway, for the last six years on the staff of the American, is now a copy reader on the Morning Sun.

PITTSBURGH.—Franklin R. Kenney, a former Pittsburgh newspaper man, has been appointed a major in the army.

A. E. Braun, general manager of the Post and Sun, with his family, is enjoying a vacation at Moosehead Lake, Me.

Erasmus Wilson, the "Quiet Observer" of the Gazette-Times, is at Lake Chataqua.

DETROIT.—R. H. Allie, of the Journal, is covering the National Guard camp at Grayling, Mich.

Eldon Small, County Courts reporter for the Journal, is spending his vacation touring through New England by automobile. Mrs. Stella M. Champney is covering the courts beat in his absence.

Mrs. E. D. Stair, wife of E. D. Stair, principal owner of the Free Press, has

given an ambulance to a local hospital base unit which leaves soon for France.

Andrew Eldred, for the past six months City Hall man on the News, has gone to Washington to join the United Press bureau, for which he worked before coming to Detroit. Leonard L. Kline succeeds him at the City Hall.

Miss Helen Bower, of the Free Press, is on her vacation. E. E. Dunbar, financial editor, is also taking two weeks off. Myron W. Gillette is covering financial in his absence. Walter Smalley, night editor, has returned from a week's vacation.

Garth Hyatt, formerly of the News, is working on the Free Press copy desk while he waits call from the aviation service, in which he has enlisted.

Charles Howarth, day police man on the Free Press, is spending his vacation in his former home, Providence, R. I. Albert Atkinson, reporter, is also on his vacation.

Frank C. Parker, who has been covering the officers' training camp at Fort Sheridan, Ill., for the Free Press, has returned. He will go to Grayling soon to relieve John A. Myers, who will cover the National army cantonment at Battle Creek.

Among Detroit Newspaper men who received commissions at Fort Sheridan are Schuyler Cudner, first lieutenant, James E. Snider, formerly of the Free Press, first lieutenant of cavalry; Percy Montieith, second lieutenant; Lee J. Smits, formerly on the Journal, has enlisted in the quartermaster's department of the regular army.

CHICAGO.—Frank Carson, day city editor of the Tribune, left last week on his vacation. Harry Canfield, his assistant, is sitting in on the desk while Ted A. Read, of the reportorial staff, is acting as assistant.

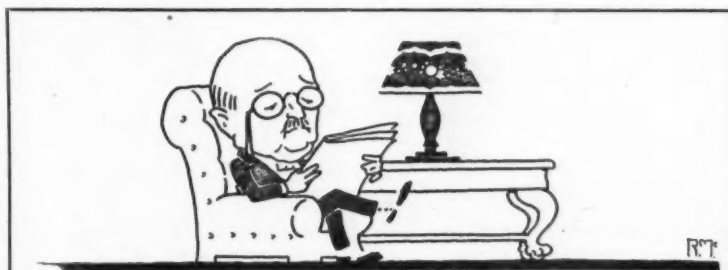
Wallace Smith and Harry Reutlinger, reporters for the American, will cover the National Army training camp at Rockford, Ill.

Mrs. Leola Allard Russell, of the reportorial staff of the Examiner is on her vacation.

Luke Grant, labor expert, has joined the staff of the Examiner and will cover general assignments.

George Kenney, assistant city editor of the Herald has returned from his vacation.

R. A. Drysdale, formerly of the Uni-



The Haskin Letter
has a direct appeal
for the solid
reader.

PERSONALS

versity of Illinois Daily Illini and H. Y. Rosenblatt, have joined the reportorial staff of the Herald.

Joe Swirling, a Tribune reporter, has entered into a contract with the Titan Picture corporation to supply fifty-two one-reel comedies.

Merton V. Wieland, draft news expert of the Examiner, is spending his vacation in Sandusky, O.

Thomas Martin, a copy reader on the Evening Post, has been drafted and accepted for the National Army.

Tim J. Shugrue, of the Herald information bureau, is spending his vacation at Wolf Lake, Wisconsin.

Gordon Seagrove, feature writer for the Tribune and Phillip Hanson "morgue" keeper for the same paper, have been called for the National Army.

NEW ORLEANS—Clem G. Hearsey, railroad editor of the Times-Picayune, has left newspaper work to become secretary of the Board of Public Utilities.

R. Mills Evans has left the Daily States for the Jackson (Miss.) Clarion-Ledger.

Sam Blair has left the Item to be a rewrite man on the Chicago Examiner.

MILWAUKEE—Richard Miller is a late addition to the copy desk of the Free Press.

D. A. Jones, of New York, is a recent addition to the Journal's staff of copy readers.

Carl Schneider, formerly with the Free Press, now has a similar position on the Journal.

J. W. Campsie, business manager of the Evening Wisconsin, is touring Canada on a business trip.

INDIANAPOLIS—Ernest Ross, managing editor of the Star, submitted to a surgical operation a few days ago, and is now in a hospital.

Paul Donald Brown, financial editor of the Star, has resigned, and has taken a position with a brokerage firm in Chicago.

Roy Steele, formerly of the Washington Times, is a new desk man on the News.

Harold Podhaski, former sporting editor of the Rock Island (Ill.) Argus, is a new reporter on the News.

SAN FRANCISCO—William R. Hearst, who has been here on a visit, was ill recently at his apartments in the Hotel Fairmont. He will soon go to his ranch, at San Luis Obispo, Cal., for a rest.

Rolland S. Livingstone, Chicago cartoonist, with his wife, is visiting relatives here.

M. L. Stafford, of the San Diego (Cal.) Sun, was a recent visitor here.

PORTLAND, Ore.—Ted Lansing, for six and a half years on the Telegram, will leave newspaper work September 1 and become a deputy city attorney. Lansing was admitted to the bar last October.

Carl Schroeder, of the Journal, resigned to become stenographer to Captain Bramstedt, of the Quartermaster's Corps, at Camp Withycombe, Clackamas, Ore.

Harold Holmberg, who covered general assignments on the Telegram, has gone to Bremerton, Wash., a member of the Oregon naval militia.

Paul Kilty, news editor of the Oregonian, has returned to his desk after a vacation on the Mackenzie River near Eugene, Ore.

Rollin Gittings, of the Journal, is

spending his vacation on his farm at Turner, Ore.

Miss Nona Lawler, who handles society for the Journal, is back at work after two weeks spent at Cannon Beach, Ore.

ADVERTISING PLANS ARE READY FOR McADOO

(Continued from page 3)

as reciprocation for the so-called postal subsidy.

MATTER NOT SETTLED.

While the bond-advertising plans are at the disposal of Mr. McAdoo, and while Congress may not hesitate to appropriate an adequate fund, the matter of a safe and business-like advertising and sales campaign for the second Liberty Loan bond issue is by no means assured.

There is something in the way—something that is not just clear to the average mortal of business, but apparently a tangible substance at Washington. It can best be described as a "fear" that an advertising appropriation which does not give a portion of every form of advertising and every individual enterprise in the realm of publishing, may result in reactions which would precipitate embarrassing consequences.

It is, of course, not possible, if the campaign is to yield a full measure of success, to apportion the advertising on any basis save that of recognized merit—just as a private individual would schedule an advertising appropriation to sell three billion bonds or three billion oranges.

It is the unanimous opinion of advertising men who have weighed the Liberty Bond enterprise in the scales of experience and personal patriotism, not one of these men having the possibility of personal profit, that if nothing is considered in the premises save that of complete success in disposing of three billions of bonds for war purposes, the advertising campaign may be depended upon by the Treasury officials as absolutely as have been the several similar enterprises by the English and Canadian Governments.

BOND MEN WANT AID.

Advices from Washington during the past week have indicated that Mr. McAdoo was disturbed by considerations having to do with bond salesmen. It appears that no provision for the compensation of bond salesmen is contemplated or considered feasible. While the securities salesmen, banking, and commercial interests that actually disposed of the first loan are no whit less patriotic in their impulses or their willingness to sacrifice their time and money now, it is nevertheless true that they are rather solidly against a campaign which would put them to unnecessary expenditures of either time or money.

It is therefore being called to the attention of Mr. McAdoo that the paving of the way for the second loan flotation by an ample and a scientifically prepared advertising campaign, properly coordinated with the selling forces, will dispose of the possible objections of bond salesmen who have frankly said that the first campaign was unnecessarily wasteful of their efforts and resources.

In actual practice, selling bonds in a disorganized and more or less extravagant manner, without a definite selling plan, is likened to disastrous commercial campaigns, of disorganized character, with which all advertising men are familiar. Upon that sort of a campaign neither advertising nor banking inter-

ests are willing to embark, the former because it violates their sense of good business and the latter because they know that they will be forced to exert unnecessary energy in making sales. A standard advertising campaign, however, should so stimulate interest in the bonds that the selling forces would have easy sailing.

THINK OF NEW ISSUES.

Considerations of far greater importance than the selling of the second instalment of Liberty Bonds confront Mr. McAdoo. He has in prospect the possibility of having to raise, in addition to the means already authorized by Congress, some six billion dollars. If the second issue of the Liberty Loan, through any fault of handling, is not the complete success that it may be made, considering the prosperity of the people and the popularity of the war, serious harm will have been done to the later issues, not to mention national embarrassment.

Then, too, the question of increased interest on the bonds is pressing, though Mr. McAdoo has been advised by advertising men that on the forthcoming three-billion issue this feature need not be considered if properly coordinating and standard advertising means are used.

It is probable that Mr. McAdoo will come to a decision on the advertising matter next week, as he is impressed by the necessity of rapidly preparing for the November campaign.

There is absolutely no question now that Mr. McAdoo recognizes advertising as a commodity for which the Government should pay, as for any other material consumed. He has said so.

Nor is it believed that he, for an instant, doubts the efficacy of an advertising campaign, administered by experts, acting for the Government from patriotism and entirely without personal

interest, based upon a liberal appropriation of less than \$3,000,000, and kept to standard by men who know how to buy space to get the best returns for a dollar spent. But Mr. McAdoo frankly does dislike the prospect of possible charges of "discrimination," and an effort is being made to convince him that the Government need no more be expected to purchase advertising in every medium than it need be expected to patronize every tailor with soldiers' uniforms for sale or every automobile manufacturer with trucks for sale.

The Second Liberty Loan, he is being advised, should be advertised and sold on standard business principles, with only the glorious object of success in view.

Oregon Editors to Meet

The Willamette Valley Editorial Association will meet at Newport, Ore., September 8 and 9. The editors will go to Newport, a coast town, in a special car, and, to waste no time, will hold a programme on the train. Col. Hofer, former publisher of the Salem (Ore.) Capital Journal and now editor of the Pacific Coast Manufacturer, has offered the editors the use of his cottage at Newport and his yacht.

The Best Known Slogan
in St. Louis



Reg. U. S. Pat. Office

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago Philadelphia New York

40,000 Officers and Men Being Trained at Fort Oglethorpe in the Chickamauga-Chatanooga National Park a Few Miles from Chattanooga, Tenn.

This means that at least two million dollars a month extra is spent in Chattanooga

5,000 of these men are being trained for officers, this being the largest of all the officers' training camps in the country. There are three camps, two for line officers and one for medical officers.

Cantonments for two divisions of the regular army also are nearing completion and already are nearly filled with organizations of infantry, artillery, cavalry, signal corps, ambulance service and others.

The Chattanooga News is the only afternoon paper in the Chattanooga district. It reaches the camps with automobile delivery at the time when the men are through with the day's training.

The circulation of The Chattanooga News is now averaging in excess of 18,000 daily and has shown an increase of 32 per cent. since May 1, a large part of this being of a permanent character.

Advertising rates now 3 cents per line. Effective Oct. 1, rate will be 3½ cents per line.

John M. Branham Co., Publishers' representatives, Mallery Bldg., Chicago; Chemical Bldg., St. Louis; Brunswick Bldg., New York.

(Besides the expansion and training camps the advertiser will note that Chattanooga and suburbs before the mobilization here already numbered over 100,000 population. With a payroll from 326 manufacturing, all running full time, great prosperity existed, which is now enhanced.)

NEWSPAPERS DO NOT GET POSTAL SUBSIDY

(Continued from page 5)

on the largest sized cars in use by any railroad and the highest price paid by the Government for the use of such cars. It is therefore not unreasonable to contend that in cases where the daily mail per car does not average 12,000 pounds cars of less size are used. In other words, it stands to reason that the Department would not employ the use of the largest cars and invite the largest cost when cars of a less size and less cost would answer the purpose."

LIMITED CIRCULATION RADIUS.

Further on the memorial said: "The foregoing on either and all of the several bases of quantity of mail carried and cost to the Government, in so far as they apply to the first three zones of less than 300 miles, may therefore be regarded as a fair one of the cost to the Government, and since not more than 40 per cent. of the circulation of the daily newspapers of the country is carried beyond the 150-mile zone the fourth zone of 600 miles might be included in the 1 cent per pound rate now existing and not exceed the average cost of 96½ cents per 100 pounds to the Department, against the \$1 per 100 pounds now being paid by newspaper publishers for transportation of papers within the first, second, and third zone of 300 miles.

"But the publishers of newspapers are not asking that. Their aim is to be entirely fair to the Government, and will therefore be content with the existing rate of 1 cent per pound for a distance of 300 miles. The publishers, in fact, realize that there ought to be a readjustment of the postal rate on second-class matter; that is, there should be an advance in order to prevent such a large deficit, but feel that this advance should be made under the zone system, and applied only to the zones exceeding a distance of 300 miles, which, at the existing rate of postage fails to meet the cost of transportation paid by the Government."

A DISTINCT REVELATION.

While discussing the extraordinary advantages of the publishers of magazines and other periodicals and the "grievous" misunderstanding of the extent to which newspapers have participated, the members of the Committee had this to say in the memorial: "We are fully persuaded and verily believe that the figures herein given will prove a distinct revelation, if not to all, at least to a large proportion of the members of both houses of Congress and to the country at large, if the facts should be given to the public."

"Is it any wonder," the statement goes on, "that some of the publishers of magazines have failed by several millions of dollars each year to pay the Government for the service rendered to them? Is it any wonder that many of these publishers have added millions to their wealth from year to year? It is not at all surprising that several of these wealthy publishers failed to appear and present statements of their gross or net earnings to the Senate Committee at the hearing on May 11 and 12, and it is not remarkable that any of those present should have had the temerity to urge a continuance of their pet 'flat-rate basis' of postal rates which in the past has worked such discriminations in their favor and filled their coffers each year to overflowing at the expense of the Government.

It is stated in the memorial, which is printed in the Congressional Record,

that the A. N. P. A., at its last annual meeting, declared in favor of the zone system, but that the matter, when presented to Congress by a committee of A. N. P. A. members, did not represent the sense of the annual meeting declaration, the A. N. P. A. men assigned to the task of dealing with the Federal Legislature having been "persuaded that the publishers of newspapers should cooperate with the publishers of magazines, trade papers, and other periodicals in an endeavor to defeat an advance or change of any kind in postal rates."

The action of the A. N. P. A. committee is repudiated.

It is shown that the Southern Newspaper Publishers' Association, at its July convention, unanimously adopted strong resolutions urging the enactment of the zone system.

SILENCING WAR RUMORS.

The effort that has been made, even in Congress, to show that the newspapers of the country are "largely responsible for the war" is roundly denounced in these terms: "It has been even charged that a considerable number of the larger newspapers of the country were subsidized to induce them to create a sentiment in favor of war. We know nothing as to the truth of these allegations. It may be that munition manufacturers, Wall Street, or Lombard Street have used money for that purpose; or it may be, as has been suggested, that a distinguished British lord, who owns a number of leading daily newspapers in England and other portions of Europe, has gotten a grip on one or more of the leading newspapers of this country. We certainly hope, for the honor of American journalism, that these allegations have no foundation.

"We know that a large majority of the American newspapers favored war, and we must assume that they were honest in their declaration. The newspapers of the country were not all, however, for war. Many of them, controlled by able and loyal American citizens, deplored war and hoped that it might be averted."

WHAT NEWSPAPERS WANT.

A summary of the postal-rate situation is given as follows:

"Intelligent publishers of newspapers all know that the Post Office Department is confronted with a large annual deficit.

"They know to what this deficit is mainly attributable.

"They realize that something should be done to meet the situation. They believe the zone plan will.

"They are ready to do their part under it.

"The undersigned therefore are urging the adoption of the zone as the only feasible and equitable plan yet conceived to produce the desired result.

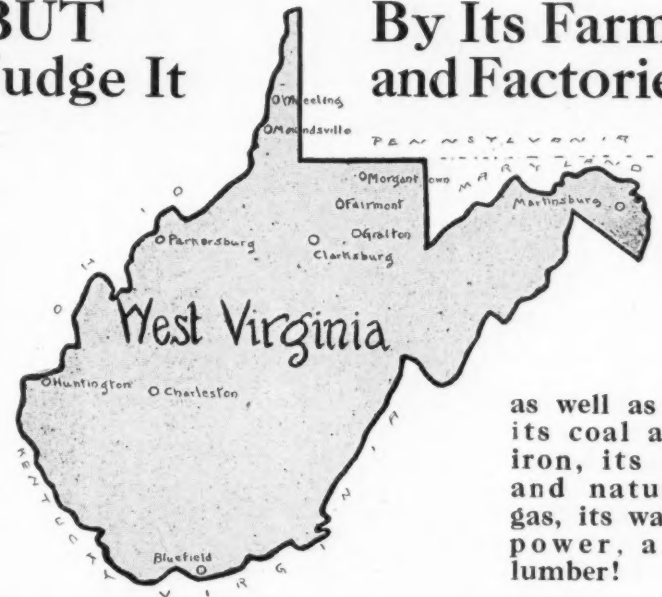
"We realize that the Government has no right to subsidize either the publishers of newspapers or of magazines, periodicals, and trade papers. We feel that the Government has no right to render a service to either at an annual loss of millions of dollars.

"The Government, through an act of Congress and the wise administration of the act by the Post Office Department, has succeeded in securing contracts for the transportation of mails at a reasonable price. All that Congress should do, and all that the publishers of newspapers are asking it to do, is to give them a basis of rates on second-class mail matter in keeping with the cost the Government may incur in the transportation of newspapers under these contracts."

40th in AREA, 28th in Population,— it has the largest percentage of "born Americans,"—and is 3rd in mineral wealth;

BUT Judge It

By Its Farms and Factories



as well as by its coal and iron, its oil and natural gas, its water power, and lumber!

There are over seven million bearing trees and vines in

WEST VIRGINIA

and more than \$46,000,000 worth of domestic livestock—\$41,000,000 on farms valued at over \$314,000,000 in the last Government census.

Eleven cities are the chief distributing centers and newspaper headquarters for this "MARKET BY ITSELF" of nearly 1,500,000 people.

Here is a rare chance for an advertiser to do BIG things with a small newspaper appropriation.

| | Circulation | Rate for 5,000 lines |
|---------------------|-------------|----------------------|
| BLUEFIELD | | |
| Telegraph (M) | 4,224 | .0128 |
| CHARLESTON | | |
| Gazette (M) | 8,000 | .0143 |
| Gazette (S) | 9,200 | .0143 |
| Mail (E) | 6,700 | .015 |
| CLARKSBURG | | |
| Exponent (M) | 6,045 | .015 |
| Telegram (E) | 6,219 | .0186 |
| Telegram (S) | 5,656 | .0186 |
| FAIRMONT | | |
| Times (M) | 4,150 | .015 |
| West Virginian (E) | 4,887 | .0143 |
| GRAFTON | | |
| Sentinel (E) | 1,925 | .0107 |
| HUNTINGTON | | |
| Advertiser (E) | 7,083 | .015 |
| Herald-Dispatch (M) | 6,867 | .015 |
| MARTINSBURG | | |
| Journal (E) | 2,949 | .00893 |
| MORGANTOWN | | |
| Post-Chronicle (E) | 1,300 | .005 |
| MOUNDSVILLE | | |
| Echo (E) | 2,246 | .007 |
| Journal (E) | 1,654 | .007 |
| PARKERSBURG | | |
| News (M) | 4,450 | .0125 |
| News (S) | 5,300 | .015 |
| Sentinel (E) | 5,951 | .0115 |
| WHEELING | | |
| Intelligencer (M) | 13,200 | .0225 |
| News (E) | 15,500 | .03 |
| News (S) | 18,500 | .04 |

"The newspapers will be content with rates made on that basis, and the publishers of magazines, trade papers, and periodicals, who have for years been the beneficiaries of the present unjust and indefensible 'flat rate' system and have at the expense of the Government grown enormously rich under it, assuredly have no right to ask for anything else."

GERMAN EDITORS RESENT CHARGES OF DISLOYALTY

(Continued from page 10)

our editorial page the words of Stephen Decatur, with the equally celebrated statement by Carl Schurz, 'My country, right or wrong; if right to be kept right, if wrong to be set right.'

HAS SUPPORTED POLICIES OF THE GOVERNMENT.

"Since then we have applauded very many administrative, as well as legislative acts, and in every case our policy is influenced solely by what we think is the best for the interest of the United States. Thus we championed universal military service along the lines of the Swiss system; bond issues to pay war bills; urged our readers to volunteer in the United States army and navy; offered part of our premises to the Government for recruiting purposes, and condemned criticism of, or agitation against, the Selective Draft law, and advised that it be obeyed.

"We came out strongly against the I. W. W. and favored food conservation and the national control of prices. At the same time, we condemned dollar patriotism and profiteering at the expense of the national treasury.

"Several men have volunteered or have been drafted from the office of the Staats Zeitung. It is right that they should serve their country, and, although they are of German blood, they went willingly to do their duty to the United States. We believe, however, that the President would be wise in issuing a proclamation that no person drafted for the national army would be sent out of the country against his own will. We further believe that there would be as many volunteers as could be sent, and that such a proclamation would make the citizen army and military service vastly more popular than it is now. It is our opinion that Americans of German descent have volunteered in large numbers, and that they would answer to a man if called upon to defend the United States on her own soil.

"Not a lack of patriotism, but a lack of understanding as to what this war is actually being fought for, underlies much of the feeling against the Draft law."

EDITOR MILLER'S VIEWS.

Paul F. Miller, editor and publisher of the Arbenpost, declared his paper was published solely for the German-speaking people in Chicago who could not read English, and was in no way out of harmony with the war policies of the country.

"Every attempt is made to print an American newspaper in the German language," he said. "Papers printed in the English language have attacked us without cause as being un-American and anti-British. This we deny.

"Our utterances have been twisted in translation to make it appear that our policy is strongly pro-German, and it is also untrue said that we have attempted to foster the German spirit in America. This, also, we deny.

"Forced to print in the English language, we would be forced out of busi-

ness. But we cannot see why we should be required to do so. We have not been accused by the Government of disloyalty, and surely if such was the case we would have heard of it.

"We are backing the Draft law in every way possible. The fact that none of the men from our office has volunteered for service is not significant, as they are all elderly men and boys below military age."

HITS AT ROOSEVELT.

George Seibel, managing editor of the Pittsburgh Volksblatt and Freiheits-Freund, says:

"Editors of German papers know why Roosevelt is persecuting them. It is because they opposed his Presidential candidacy in 1916. For that reason they do not fear the petty malice of a petty man. The German-Americans are loyal to America, but they consider Roosevelt a noisy egotist who does not represent America.

"To be forced to print in English would likely mean a large increase in circulation for the German papers, which are receiving many friendly requests to print English editions. Many people are hungry for papers 'different' from the machine-made organs of 'Bunk.'

"The German-American papers support the Government, except when they think it is making dangerous mistakes.

"The average age of the men on our staff is above forty years; the same condition probably obtains in most German newspaper offices."

THE KING RESOLUTION.

The Volksblatt, in an editorial discussion of the King resolution requiring German newspapers to print translations of editorial matter in English, says:

"In order to carry out Mr. King's idea, accomplished linguists would have to be engaged to make critical comparisons between articles printed in the foreign language and the literal translation. Now, it is quite certain that the German papers printed in America already have no more critical and alert readers than those who have been employed to read them in order to assay their loyalty, or those who read them as volunteers to inform the authorities if they are disloyal. Aye, dear reader, there are noble creatures who understand German, and lend themselves to such espionage, thereby to ingratiate themselves with the powers that be. If heretofore they have not succeeded in doing so, at the expense of German-American newspapers, it is not their fault, but the merit of the American journals printed in German. Radicalism and love of truth have not impaired the patriotism of these publications. Even were it otherwise, measures in King would be quite superfluous. We fight with visor down, for no other land than this our adoptive fatherland."

BUFFALO EDITORS DEFEND GERMAN-LANGUAGE PAPERS.

Agitation against German language papers is regarded by publishers of such journals in Buffalo as being unjust and unpatriotic. It is held that these papers are performing a useful function for the Federal Government, and that to require printing in English would mean

For Sale

MIEHLE PRESSES—1 No. 00 Miehle Serial No. 1762, 1 No. 1 Miehle Serial No. 2490. Both presses are equipped with Dexter Pile feeders; are in the best of condition, being used only on book and job work; can be seen running in our press room; are being disposed of owing to lack of room in our new building. NATIONAL TRIBUNE COMPANY, Washington, D. C.

extinction. Whole-hearted support to the President and the nation's war policies has been and is being given, it is declared.

The publishers interviewed by a representative of THE EDITOR AND PUBLISHER admit that there are some German-language publications which are not overly friendly or helpful to the United States, but they point out that there also are numerous publications printed in English which are more unpatriotic and disloyal than any German-language paper dare be.

Because there are both classes of German-language and English-printed papers, it is maintained, does not prove that all of one kind are not loyal to the Stars and Stripes and are not doing what they can to help win the war.

J. F. Eltges, of the Buffalo Volksfreund, who has been active in Americanization work and other enterprises regarded as patriotic, made the following statement:

"There are a good many former residents of Germany, now citizens of the United States, who are as good as Theodore Roosevelt, although he is doing all he can to discredit the German language press. The papers of this class need take no back seat for him or anyone like him. There are German-language publishers in this country who come of families that have lived in the United States longer than Roosevelt's.

EMPLOYEES ARE CITIZENS.

"It is ridiculous to make general assertions without the basis of fact. Of the employees on our paper and in our printing department, four-fifths were born in the United States and are loyal Americans. There is not a non-citizen among them.

"The German papers are not a detriment but a decided asset to the nation. There are men and women in Buffalo who came here from Germany thirty or forty years ago. While they understand English and speak it, they prefer to read the language they were taught in their youth. That is why they buy German papers.

"We print the same news that the Buffalo English newspapers print, and receive it from press associations which furnish it to large numbers of English papers. The charge that we alter the news to suit our tastes is a silly falsification that scarcely needs an answer.

"There is more harmful matter printed in some so-called Socialistic and Irish papers, and some others, printed in the English language, than in the German language papers. If we dare to make a suggestion, men like Roosevelt cry out 'treason.'

"They are the ones who are bringing about disunion. Such charges as they make brings about dissension and does not help national spirit.

"Our paper always has been loyal to the Government and now is. The mass of data which the Government sends us and is printed in our paper is one of the proofs of this. Of course, we are supporting the President in the war policies.

"Several of the men who were employed here have joined the military forces. A brother of the manager now is in France with the United States Marines. A son of the editor has enlisted."

Frank C. B. Held, of the Demokrat, denied absolutely that his paper is or has been disloyal, but asserted that it is supporting the nation's war policy and is doing what it can to win the war. To require printing in the English language would mean ruin, he said.

The Importance of Sound Cost Systems—NOW!

A thoroughly dependable cost system which can be used by an executive in forming his policies, under the present and future business conditions is undeniably a great asset, several influences, moreover, are so affecting industrial conditions of the publishing business, at the present time, that a dependable cost system becomes almost a necessity.

SCIENTIFIC MANAGEMENT

One of the most important of these influences which many newspaper publishers are experiencing today is the tendency on the part of their competitors towards the adoption of more scientific methods of management.

Just so far as these modern types of management are adopted and become established successes, those who do not adopt them will gradually fall out of the running.

Are you sure waste and duplication have been eliminated from all departments?

Have your business methods progressed with your business? You can't afford to take chances these days.

Let me show you how to keep your thumb on the pulse of all departments without entering into the tangled mass of detail.

Starr cost system and survey will acquaint you with present opportunities (scientifically) and keep you reliably informed, giving you a look ahead.

Newspaper publishers say its the best investment they ever made, paying big dividends. Write for publishers' names, and make appointment NOW.

PIERRE C. STARR, Starr Service 548 TRANSPORTATION BLDG. CHICAGO, ILL.

Only Organization of Its Character in the World Serving Newspapers ONLY.

UNCLE SAM HONORS MANY NEWSPAPER MEN

(Continued from page 10)

has been commissioned captain in the Officers' Reserve. George B. Short, in charge of the News annual, has been accepted for service at the Fort Snelling camp in the Officers' Reserve.

NEW ORLEANS DOES BIT.

The newspapers of New Orleans have contributed from their best men to the Officers Reserve Corps. In the list of officers are Captain John Ewing, of the Daily States; Captain J. Harris Duncan, Civil District Court reporter for the Daily States; First Lieutenant George H. Benz, a city editor of the Item; Second Lieutenant Arthur Ball, special feature writer and political reporter of the Daily States; Second Lieutenant Dave Ewing, Baton Rouge representative of the Times-Picayune; Second Lieutenant David H. Culligan, on the staff of the Times-Democrat; Second Lieutenant James T. Harris, jr., police reporter of the Item, and Second Lieutenant Toulman Ewing, of the Daily States.

Among the New Orleans newspaper men who have qualified for the Second Officers' Training Camp are Charles E. Harp, telegraph editor of the Daily States; Corporal Herbert Mayer, Washington Artillery, formerly with the Times-Democrat and Item; Arthur Mayer, hotel reporter and special investigator for the defunct New Orleans American, and Corporal George Chaney, of the Picayune and the Item, now in the Washington Artillery; Albertus Koch, feature writer on the Item, and J. Higgins, of the Daily States reporterial staff.

The newspaper men of New Orleans already in the National Guard are Major James E. Edmonds, formerly an editor of the Item, of the Washington Artillery; Captain Pete Hamilton, formerly reporter of the Item, Washington Artillery, and Whitmel H. Reed, jr., school editor of the Times-Picayune, first sergeant in the machine gun company First Louisiana Infantry.

SCARCITY OF HELP.

As a result of the war, there is a scarcity of newspaper help in Indianapolis. There is plenty of cub help, but there are places open for several first-class experienced men. The editorial departments of the Indianapolis papers have been hardest hit. Six advertising solicitors on the News were drafted. Glenn R. Tucker, desk man on the Star, was commissioned a second lieutenant at the Fort Benjamin Harrison Training Camp. William McClure, assistant city editor of the Star, has enrolled for the Second Training Camp at Fort Benjamin Harrison. Robert M. Elchelsdoerfer, of the Times was commissioned a second lieutenant of cavalry in the regular army at Fort Benjamin Harrison.

Forrest A. Braden, former editor of the Portland (Ind.) Sun, won a commission as captain of infantry in the regular army.

Joseph A. Wright, who was assistant professor of journalism at Indiana University, won a commission as captain of coast artillery.

John H. McNeely, former editor of the Evansville (Ind.) Journal-News, got a commission as captain of infantry at Fort Sheridan.

Earl Steele, city editor of the Huntington (Ind.) Herald, is now a lieutenant in the Quartermaster's Department.

Frank Elliott, reporter on the Indianapolis News, came out of Fort Ben-

jamin Harrison with a commission as first lieutenant of infantry, and Thomas A. Nendricks, assistant sporting editor of the News, with a commission as second lieutenant.

MILWAUKEE MEN HONORED.

In the recent award of commissions at the Fort Sheridan training camp, Joseph W. Bollenbeck, former military writer and general assignment man on the Milwaukee Sentinel, was named first lieutenant. Alfred H. Harvey, former copy reader, was made second lieutenant, and George B. Norton, who was day police reporter, was made a second lieutenant.

Warren B. Bullock, head of the Bullock News Service, Milwaukee, was promoted to second lieutenant at the close of the Fort Sheridan training camp.

George Ryan and Edward Madden, members of the Milwaukee Sentinel's advertising force, have enlisted in the navy, the latter in the Medical Corps. William A. Small, who for the past two years was connected with the advertising staff of the Wisconsin State Journal, Madison, was commissioned second lieutenant at Fort Sheridan training camp.

Charles Daniels, department manager of the Cramer-Krasselt Advertising Service Company, Milwaukee, held a registration number which was called by the draft board, and he now is a member of the new national army.

E. C. Hart, for several years State editor of the Milwaukee Sentinel, but lately managing editor of the Green Bay (Wis.) News-Gazette, was commissioned second lieutenant in the quartermaster's department at Fort Sheridan training camp.

APPOINTED LIEUTENANT-COLONEL.

Britt Craig, feature writer on the Atlanta Constitution, has been appointed a member of Gov. Hugh M. Dorsey's military staff, with the rank of lieutenant-colonel.

H. B. K. Willis, reporter on the Los Angeles Express-Tribune, will go to the second officers' training camp at the Presidio in San Francisco.

E. L. Robinson, of the business department of the Los Angeles Express-Tribune, has joined Company C, Engineer Corps.

E. E. Barley, former editor and publisher of the Exeter (Cal.) Tribune, is now secretary of the Y. M. C. A. at the Presidio, San Francisco.

Thomas M. Dargie, of the Oakland (Cal.) Tribune, has been drafted for service in the new national army.

Alex R. Jones, of the editorial staff of the San Francisco Chronicle, has joined the Officers' Reserve Corps at the Presidio, San Francisco.

J. Carl Miller, business manager of the Hickory (N. C.) Daily Record, has been accepted for military service in the new National Army. His brother, Hugh M. Miller, advertising manager, and Earl Edwards, another member of the staff have enlisted in the cavalry.

Henry S. Bailey, former city editor of the San Diego (Cal.) Union, has received a first lieutenant's commission from the Officers' Training Camp at Presidio, Cal.

Harry G. White, former night editor of the Staunton (Va.) Leader, has enlisted in the Monticello Guard, Company D, First Virginia Infantry, stationed at Charlottesville. Mr. White's position on the Leader has been taken by J. Baldwin Burwell.

COLUMBUS EDITOR ANSWERS CALL.

Howard P. Woodbury, assistant managing editor of the Columbus (O.) Citizen, will go to the second officers' re-

Walter F. Rittman
Chemical Engineer

Roswell H. Johnson
Professor of Geology and Oil and Gas
Production, University of Pittsburgh

J. C. McDowell
Oil and Gas Expert, Cities Service
Company

E. E. Grant
Secretary Independent Oil Men's Associa-
tion, Chicago

John D. Northrop
U. S. Geological Survey

J. Elmer Thomas
President, Southwestern Association of
Petroleum Geologists

Benjamin F. Baker
Editor, "Russia," New York

are some of the special contributors. Their expert knowledge will be combined with The Evening Post's great news services and exceptional entree to information.

Oil Industry Supplement

will chronicle the facts, figures and future of oil with a completeness, accuracy and perspective obtainable in no other way,—so that the layman can understand and so that the trade will acquire new records of value to its progress.

In particular, it will answer two great questions: (1) What can oil do to win the war? (2) What are the possibilities of the war depleting, if not destroying, the world's oil supply?

August 31st

The New York Evening Post

More than a Newspaper—a National Institution

serve training camp at Fort Benjamin Harrison, Ind.

David Lampman, of the Everett (Wash.) Herald, has enlisted in the navy.

Boyd F. Carroll, former reporter on the Arkansas Gazette, Little Rock, received a commission as second lieutenant in the regular army, at the close of the Fort Roots Training Camp.

Theodore C. Wallen, reporter on the Hartford (Conn.) Courant, is a yeoman in the navy.

Miss Mary Bostwick, of the Indianapolis Star, has enlisted as a member of the Base Hospital No. 32, which was organized in Indianapolis, and which will shortly leave for France.

The war has taken more than sixty employees of the Spokane Spokesman-Review. Ralph Ware and Harry Andrews of the circulation and advertising departments, respectively, have received commissions.

J. MacCoulter, telegraph editor of the Arkansas City Daily Traveler, has been accepted for the Officers' Reserve training camp.

Burke H. Sinclair, editor of the Cheyenne (Wyo.) State Leader has been appointed lieutenant colonel in the Third Wyoming Infantry.

Samuel Slotky, of the Omaha (Neb.) Bee has enlisted in the navy.

C. T. Felker and Frank L. Mangan, of the editorial staff of the Denver Rocky Mountain News, have enlisted in the Aviation Corps.

Karl Lee, formerly in charge of the South Omaha office of the Omaha Bee, has joined the Marine Corps.

Cadet Geoffrey Sutcliffe, of the Royal Flying Corps, of England, formerly a member of the staff of the Boston American, started back to the Canadian aviation camp at Toronto, Canada, this week after a furlough visit to his former haunts in Boston.

Members of the staff of the Columbus (O.) Citizen who are in military service include: Frank Westerman, reporter, in Company B, Ohio Signal Corps; Henry Farrell, reporter, in Third Artillery; Stanley D. Koch, reporter, in Army Medical Corps; Levin H. Flornoy, reporter, in Third Artillery; Edwin Doran, circulation man, in Ohio Quartermaster's Department; Alvin Crayne, circulation man, in the Fourth Infantry Machine Gun Company; Louis Morrill, reporter, in State Defence Council; Charles F. Drake, reporter, in Engineers' Department.

Eight Cleveland newspaper men were awarded commissions after completing the three months' training with the Officers' Reserve Corps at Fort Benjamin Harrison, Indianapolis, Ind. They are: Richard T. F. Harding, night editor of the Plain Dealer, captain; Dan R. Hanna, jr., of the Leader, first lieutenant, Cavalry; John De Koven Hill, motion-picture editor of the Leader, second lieutenant, Cavalry; Ernest R. Hoftzyer, reporter, Cleveland Press, second lieutenant, Cavalry; Charles Fahey, advertising department, the Press, second lieutenant, National Army; Virgil Repeto, secretary to E. E. Martin, editor of the Scripps-McRae League, second lieutenant; W. Ward Marsh, copy desk of Plain Dealer, second lieutenant; James Hird, credit department, Plain Dealer, second lieutenant.

John P. Vanek, of the advertising department of the Cleveland Press has enlisted in the Aviation Corps and is now at Camp Kelly, San Antonio, Tex.

The following Cleveland Leader men have answered the call to the colors:

F. J. Bollmeyer, American Ambulance (in France); John De Koven Hill, second lieutenant, Cavalry, O.R.C.; Dan

R. Hanna, jr., first lieutenant, Cavalry, O.R.C.; George H. Clisbee, American Ambulance (in France); Collins Nadolleck, National Naval Volunteers; Wilbur Bacon, sergeant, Second Ohio Field Artillery; Chester W. Ruth, United States Marines; Fennel Smith, National Naval Volunteers; Anthony F. Moiteret, National Naval Volunteers; H. S. French, American Ambulance (in France); David E. Plews, Third Brigade Staff; Fred R. Grosser, Ohio Engineers; Bentley Young, second lieutenant, First Kentucky Infantry; Dean W. Davis, Officers' Reserve Corps; Frank B. Akson, Mounted Scouts, Fifth Ohio; Lee B. Wood, American Ambulance; Theodore G. McConnell, Fifth Ohio; W. J. Harris, National Naval Volunteers; Chester R. Hope, lieutenant, Naval Reserve; David Darrah, American Ambulance (in France); John J. Rabshaw, Ohio Engineers; Ford S. Wagner, Third Ohio Brigade Staff; Al N. Jappe, Third Ohio Brigade Staff; Will Dinwoodie, Lakeside Hospital unit (in France); Charles Ossman, Third Ohio Brigade Staff; Charles Sheets, Pioneer Sixth U. S. Engineers; Andrew B. Johnson, U. S. army; George S. Fleming, U. S. army; James Worden, Fifth Ohio; John H. Greenwood, U. S. Marines; Harry Stoner, Sixth Engineers' Reserve; James A. Moore, U. S. army; Fred G. Kramer, U. S. army; Albert Hollingsworth, Co. F. Ohio Engineers; Thomas J. Berry, Fifth Ohio, Ned Wiles, Ohio Engineers; John Ryan, Ohio Engineers; Willis E. Furnal, Signal Corps, U. S. army.

William B. Brown, reporter on the Harrisburg (Pa.) Telegraph, will go to the second officers' training camp at Fort Oglethorpe, Ga.

J. K. Kerwood, editor and owner of the Ripley (W. Va.) Mountaineer, a weekly newspaper, has enlisted in the army.

Sherman Was Right

By EARL H. EMMONS.

Wanted for munitions: Dross and old printing metals for the manufacture of shrapnel bullets. Send your surplus stock of dross, old stereos, types, leads, electros, furniture, etc., to Fry's Metal Foundry, 25-30 Holland Street, Blackfriars, London, S. E., and have the satisfaction of knowing that it is being put to such a useful purpose. Full market prices paid.

—Advertisement in a British trade journal.

There're many millions who to death have passed,
The prey to gas and poison, sword and Krupp,
But at the latest tale we stand aghast—
They're using type to shoot each other up.

Just picture, as the vicious war-dog barks,
Those soldiers falling, shot with slugs and leads,
Or punctured full of punctuation marks,
Or maybe plea bold newspaper heads.

If shot with "Gott strafe England" set in Pabst
A British sentry sure would feel regret,
So Turks would feel hit with Italic caps,
Or Serbs shot with a Bulgar alphabet.

If potted with Old English lower-case
An Austrian would miserably die,
So would a Russian shot with German face,
Or Frenchmen hit with Turkish ten-point pl.

A man might kill his dearest friend in fun
Through "typographical error" in his aim,
He might, in haste, pick out a wrong-font gun
And by bad distribution spoil the game.

Then picture, when the cannon's roar has ceased,
The needy printer, wrapped in grief and woe,
Out picking sorts from hides of the deceased.—
War's just what Sherman called it years ago.

—The American Printer.

The Government should not, in imposing taxes on industries, follow the Trust policy of "all that the traffic will bear." For the Government has been properly active in curbing the trusts because of the injustice of that policy.

Newspaper advertising permits a manufacturer to talk about his products in the territory in which he is marketing it.

SPENDS \$2,500,000 IN THE NEWSPAPERS YEARLY

Fred H. Walsh, Space Buyer for Frank Seaman, Inc., Makes 7,000 Contracts With Newspapers Annually, and Is Buynig More Space Than Ever During 1917.

Fred H. Walsh, head of the contract department of Frank Seaman, Inc., combines business with diplomacy. In the position of the man who spends money, he is required to exercise the greatest tact, and to display infinite patience at all times. He buys more than \$5,000,000 worth of advertising space every year, half of which goes to news-



FRED H. WALSH.

papers. He is buying more space than ever during 1917. To do this, he is placing something like 12,000 basic contracts 7,000 with newspapers, for such firms as Liggett & Myers, Eastman Kodak, Studebaker, Colgate, John-Manville, Bauer Chemical and others. The character of the business is such that he must also pass on something like 5,000 insertion orders monthly to newspapers. Each order constitutes a separate transaction, and represents just one-half of the work he does, for he handles also the business that goes to the magazines, which represents an amount equal to that expended with the newspapers. All of which indicates that Mr. Walsh is an exceedingly busy man. As may be imagined, one occupying such a position must be out of the ordinary, for he has extraordinary problems to handle. In addition to being an excellent business man, and a diplomat, he must be somewhat of a psychologist. He must understand men, and know their ways, read their moods, and deal with them from their own viewpoint, in order the better to make them understand his.

SELECTING THE PAPERS.

It is Mr. Walsh's job to see that the advertiser gets his money's worth. After the copy has been passed on, and the appropriation for the year has been arranged, it is up to the contract department to select the proper media. The space buyer must have the knowledge to decide between two newspapers, if only one in a town is to be used and in making his decision he must be governed by the worth of that particular paper with reference to the returns it can give to the advertiser for the particular article for which the copy has been written. The representatives of both papers will call, and will ask for

the same business. Each will make a fight for it, and each will talk for the business. Sellers of advertising space are clever, intelligent, well informed, earnest, eager men, and full of their subject, for they believe in it. But, they are on the opposite side of the table from Mr. Walsh. He must decide between two. The man who gets the business cannot be offended, but the man who loses must be satisfied, and in this respect Mr. Walsh shows his diplomacy. Some way or other, he manages when he declines to give business to a special to send him away without any feeling of resentment, for he makes it clear that he has been governed by sound business reasons.

HOW NEWSPAPER INFORMATION IS COLLECTED.

Mr. Walsh bases all of his decisions on facts. He collects them from everybody with whom he comes in contact. He takes a mental inventory of a man the moment he comes into his office. He remembers the caller the next time he sends in his card, and can take up the subject at the point where the conversation was dropped on the occasion of the previous visit. Back of his acquaintance with sellers of space, he has marshalled several encyclopedias of information bearing on newspapers. Every scrap that comes into the office is saved, and is assembled for ready reference. As the information passes through the office it finds lodgment in his mind, and in this respect he possesses an extraordinary facility for remembering the essential facts and the dominant things about every publication with which he is called upon to deal. He has systematized his work through a corps of efficient assistants, and keeps his records in such a manner that he always has at the ends of his fingers, almost any required data about a particular newspaper, or field. While the special representative views the matter from the angle of his newspaper, Mr. Walsh considers the field in which the newspaper is located, and balances one with another, and his decisions are based on the pulling power of one newspaper over the other, and the lasting result the use of its space will give to the advertiser. He sees a field, where, in some cases the special representative only sees a newspaper in that field. In making a contract with a newspaper the question of potentiality, circulation, rates, influence in its especial field, and the like may be determined in a minute from the filing system maintained in the office. Mr. Walsh sees from 25 to 30 newspaper representatives a day, and seems to be about as buoyant when he leaves his desk in the evening, as when he takes his seat in front of it in the morning. In other words, he has a wonderful capacity for work, which he enjoys, for he possesses the art of smiling through it, which, his associates say, is characteristic.

Mr. Walsh entered the advertising field as the head of the bookkeeping department of the Lesan Agency. In 1914 he succeeded Vic Young as space buyer for Frank Seaman, Inc.

Mr. Walsh is a "fan" on amateur photography, and were he not one of the best space buyers in the United States, he would rank as one of the top-notchers in the field of photography.

Mr. Walsh is a big, impressive looking man, who weighs 200 pounds and enjoys life like a child. In addition to managing the contract department, is also the office manager of Frank Seaman, Inc.

GETTING NEW SUBS IN NEIGHBORING PLACES

No Settlement Is so Small that It Should Be Overlooked—It Is Not the Gain of a Few in One Place that Counts, but It's the Aggregate that Helps—When the Merchant Is Impressed.

There are a number of smaller newspapers that do not take advantage of their geographical position to increase circulation. Sometimes train service is against them. When it favors them, however, the circulation managers of these papers have no one to blame but themselves if they fail to increase their list.

No matter what the difficulties that confront one, or the seeming barriers that stand in one's path, there is always a way to overcome a difficulty. That is where the circulation manager shines. It is in being equal to the emergency that he wins. The circulation business is a fighting business, and the man who makes a success of it must be in the trenches all the time. He has little time for sleep. He must devote every minute to work. If it is possible to catch an early train to get up the road ten, twenty, or seventy-five miles, and serve the people in the towns en route ahead of the other fellow, the man who fails to take advantage of his position is permitting the other fellow to drive a nail in his coffin.

From some of these towns, it may be possible to go out on rural routes—ahead of all opposition.

There are some short-sighted publishers who decline to do this, on the score that it will not pay—that they must see results in sight before they start. If their advertisers took the same attitude—but then, this is a circulation story. However, the advertisers are interested in increased and increasing circulation, and if you can tell the man who buys the space that you have just arranged to send your paper into twelve towns on such and such a road to the North, and fifteen small outlying places, he begins to see an advantage to his store. If enough of these towns are added, it is only a question of time before the increased circulation will mean a higher advertising rate. The advertiser expects it—but, he must be shown. All advertisers are from Missouri, and it's up to the circulation manager to show them. This is the incentive. It is the prospect of higher advertising rates that the circulation manager can hold out to the manager who has contracted a case of cold feet, when it comes to advancing the money with which to embark on a new circulation enterprise. No paper ever has so many subscribers in its territory that it is impossible to get more. To get them, however, one must go after them.

LONGEST WAY SOMETIMES SHORTEST.

There are cases where mail is carried long distances, to reach towns close by—but it is worth time to take the trouble, for it spells efficiency in every department of the newspapers. If the circulation manager is a dead one, the chances are that his paper is dead also.

Every interurban trolley line is an avenue to greater circulation. Each town along the route can be served, even small clusters of houses which are not dignified by the name of a town or a village. There is some one there who will attend to the business, pick up the bundle when it is dropped from the car,

and distribute the papers. It is simply a matter of going after the right boy—or man—in that neighborhood. It is not the number of papers sold in any one place along a particular trolley line, but the aggregate sold in all of the places that counts. It is the total that makes the kind of circulation that justifies higher advertising rates.

Increased circulation for small town papers need not stop when one comes into competition with other papers on the same railroad or trolley line. Carry the fight right into their territory. Keep it up. The business is there—go after it. The people love a fight for business. The average man likes to be solicited. He likes to know that his patronage is worth sending a man to get, and it's up to you to sell him. If your newspaper is the kind that lives up to the promises made by the solicitor, you will get

your prospect—and keep him on the list.

There are still other methods of reaching out for business. Perhaps there is a stage running from a railroad or trolley station at certain hours, that goes to one or more towns where they lack transportation facilities. Maybe this stage makes the trip at a time the mail does not, and perhaps it is possible, by routing your papers on the right car, or train, that you can connect with the stage, and thereby increase your list. Every little bit helps. It may not look like a great deal in the office, when you look under the heading of Higgin's Corners, and note that you have only have three on the list there, but it sounds mighty big when Farmer Perkins comes to town, and asks to see "a pair of those boots advertised in the Times for \$3.85."

When the merchant hears that he wakes right up. He knows that your paper is on the job—that it is going somewhere. He knows you are doing things. He knows it, because he is getting results. Also, he knows that when his sales increase, that his advertising rates must also increase.

That's the way the circulator of the small town newspaper can put it up to the boss, for that's exactly the way it will work out. The thing may not pay the first day—or maybe the first month. But the aggregate of circulation always takes care of itself. If the boss says that in order to do all this he must make two editions, get excited right away. That's just what's in your mind. Make an extra edition and make a big noise about it. Let the people hear you coming, and let the merchants know what you're doing.

The Editor and Publisher

Newspaper Advertising in July

The following figures for July, 1917, are interesting—

| | | |
|--|---------|---------------------|
| Editor and Publisher | - - | 33,264 lines |
| Fourth Estate | - - - - | 16,604 lines |
| Printer's Ink | - - - - | 9,701 lines |
| Advertising News | - - - | 9,170 lines |
| Newspaperdom (2 issues) | - | 2,898 lines |
| Advertising & Selling (1 issue) | | 2,548 lines |
| Associated Advertising (1 issue) | | 1,120 lines |

The Editor and Publisher led its nearest competitor by 16,660 lines, or over twice as much newspaper advertising—

The Editor and Publisher, The Newspaper Advocate carries the message of the newspaper to the user of newspaper space—

Newspaper publishers recognize the force of The Editor and Publisher and place their advertising accordingly.

Write for information to

The Editor and Publisher

Suite 1117 World Building, New York City

Member Audit Bureau of Circulations

SONORA PHONOGRAPH CO. WILL USE NEWSPAPERS

Redfield Advertising Agency Plans Campaign to Increase Number of Sonora Dealers and to Advertise Names of Representatives—Other Tips for the Ad Manager.

A newspaper campaign to increase the number of Sonora Phonograph dealers and to advertise the names of the dealers in their communities is being started through the Redfield Advertising agency, 34 W. 33rd Street, New York. Moderate sized insertions will be used and the territory most closely covered will be the East, Middle West and part of the South.

N. W. AYER & SON, 300 Chestnut Street, Philadelphia, handles the advertising of the Woolson Spice Co., Toledo, O., making some new contracts with newspapers in selected sections.

Geo. BATTEN CO., 381 Fourth Avenue, New York, handles the advertising of Geo. E. Keith Co., "Walk-Over Shoes," Campello, Mass.

COWEN Co., 50 Union Square, New York, handles the advertising of New England lines. Reported to be making 1918 contracts with a selected list of newspapers.

PHILIP KOBBE Co., 212 Fifth Avenue New York, handles the advertising of Chase-O-Mfg. Co., "Chase-O-Laundry Crystals," Philadelphia, Pa. Placing orders with newspapers in selected sections.

TAYLOR, CRITCHFIELD, CLAGUE Co., Brooks Building, Chicago, handles the advertising of Firestone Tire & Rubber Co., Akron, O. Making contracts with newspapers.

VANDERHOFF, CONDUCT & COMRIE, 140 South Dearborn Street, Chicago, handles the advertising of the British Recruiting Mission. Making 5,000 line contracts with some Western newspapers.

VAN PATTEN, INC., 50 East 42d Street, New York, handles the advertising of Automobile Blue Book Publishing Co., 239 West 39th Street, New York. Making a few contracts with some Western newspapers.

Tip for Other Ad Clubs

The Dallas Advertising League has started a campaign to induce advertising men of Dallas to attend the San Francisco convention of the Associated Advertising Clubs of the World, next June. D. E. Waggoner, president of the Security National Bank, has proposed a plan of "on to San Francisco savings accounts" by which a weekly saving of four dollars a week will provide enough money for the trip.

Choosing a Name

Speaking on color in every day life, a recent speaker before the Rochester Advertising Club told a colored story to illustrate a point. Here's the story:

A tourist was sitting on a bench in Tennessee. On the same bench was seated an old colored man. A boy passed by and the colored man called out: "Fertilizer, come heah!"

"Ain't got no time," answered the boy. "I'se goin' over in the garden to work."

"How did you happen to name that boy Fertilizer?" asked the tourist.

"Mah name's Ferdinand and mah wife's name is 'Liza, so we done called the boy Fertilizer."

The space-grafter will continue to do business as long as newspapers are willing to aid in making his vocation profitable.

GASOLENE, THOUGH TREACHEROUS, IS RELIABLE

An Efficient Helper When Handled as it Should Be in Isolated Newspaper Plants—It Works Cheaply and Well and Only Becomes Dangerous When Those Who Are in Charge of It Grow Careless.

GASOLENE is like a mule. You twist a mule's tail, and he'll kick you into the next county. Twist gasolene's tail, and it will blow you into the next world. Like the well-known animal of commerce, it is stubborn, unreasonable, and ungovernable. On the other hand, like the mule, gasolene is as gentle as a cooing dove, as reliable as old wheat, as hard working as a slave, and as willing and obliging as a brother. It is as stable as a government bond—and as uncertain as lightning—another characteristic of the mule, with which it grew up.

Because so many newspapers, especially in the interior, rely upon gasolene for power and fuel, all this is interesting. A mule transfers figures from the debit to the credit side of the ledger on the farm—and gasolene does the same thing for the newspaper publisher.

Gasolene will work for one cent per horsepower per hour, labor day in and out without complaint—and balk the minute you try to do things your way, and not in the manner it has been in the habit of following. Another trait of our old friend, the mule. To understand this, it is only necessary to appreciate the viewpoint of the mule. No man would think of turning cold water into a hot waterless boiler—not unless he had joined the suicide club. Gasolene eliminates the engineer, technical knowledge, and previous training. It plods along, like a mule, without watching, stops when it wants to, and is not open to argument—just like some people. Rub it the wrong way, and you play with fire, for it has the temper of a munitions factory, resents insult, destroys itself—and everything around it.

In order to understand this, it is necessary to know the nature of gasolene, as well as one does the characteristics of the mule. In the first place, as everybody knows, gasolene gas is heavier than air. The man who wouldn't think of standing behind a mule while belaboring him, doesn't hesitate to uncork a can of gasolene in the next room, or down the hallway from a stove, overlooking the fact that that process is just as dangerous as throwing the stuff into the flames, especially if the air current is moving from the gasolene towards the fire.

When gasolene in a glass is uncovered—exposed to the air, it volatilizes. The gas raises from the mass—is pushed upward by the growing force behind and below it. As soon as it gets above the edge, it flows over like water, and seeks the level of the ground, along which it will float. If there is a cellar handy, it will go down stairs, for gravitation is the only law to which it is obedient. If a room were filled with equal parts of gasolene, illuminating gas, and air, all mixed up, it would separate into strata, the illuminating gas on top, the air in the centre, and the gasolene gas on the bottom. All three are invisible.

GASOLENE IN NEWSPAPER OFFICES.

All users of gasolene are acquainted with these facts. In most newspaper plants where gasolene gas is used to drive the engine, and furnish fire to keep the metal pots hot under the typesetting machines, these things are well known. Occasionally there is an explosion, and gasolene is blamed, whereas the fault lies with the management. It's not the fault of a powder plant that it blows up, if some one walks into it with a lighted torch. In order to make gasolene gas explode in the engine, and thus be converted into power, it must first be mixed with air—and there must be exactly the right proportion, or it will not work. The mixture hastens volatilization. Where it is used under the metal pots, the same process is used, and it is hastened by the heat generated in the burners themselves, the same as though the stuff were being used for lighting purposes. The danger comes, however, from another source—leaks.

Gasolene, in its passage from the tank to the machine where it is finally used, flows through a pipe in sections, which are jointed, one to another. Gasolene will pass freely through a joint that will be tight enough to prevent illuminating gas from escaping. Red lead will stop a flow of coal gas—but not of gasolene. A dry joint is best. If it is jarred, there will be a leak. The safe way—and the only certain way to prevent a leak is to solder the joint. In one newspaper plant, where the linotypes were placed on a platform, some one kicked one of the gasolene pipes, which ran close to the floor. A leak started. As the oil ran out, it volatilized. Because it was cooler under the platform, and the space there was lower, it settled to that point. Shortly afterward an operator lighted a pipe, and dropped the burning match on the floor, where the flame connected with the gasolene gas, nicely mixed with air. The gas blew up, and an uncorked bottle of benzine in the room, joining in sympathy, blew out the windows, set fire to the room, and scattered type, nearly wrecking the place. Gasolene was blamed, when the fault should have been placed at the door of managerial carelessness, for the same thing had occurred before. Soldering the joints prevented further trouble of the same kind.

Sometimes a can of gasolene is placed on the wall behind a linotype in a small plant, and when the inevitable takes place, it is blamed—the fact that it was open at the top being entirely overlooked.

Again, the gasolene does not feed right, there is not the proper mixture of air, it doesn't burn, and the metal won't melt. Gasolene is cursed and the man who discovered it condemned. It doesn't flow fast enough. One good way is to place the receptacle containing the gasolene outside of the building, either on the wall or in a separate structure. If on the wall, it should be enclosed in a zinc-lined box, to protect it from cold, or fire. If in a separate building, towards the top. The fluid will flow evenly by gravity. If this is not advisable, place the gasolene in a boiler such as a housewife uses in her kitchen, to heat water from a range. A pump, attached to the water supply, will keep the oil going to the machines in their right proportion, working automatically as the supply is required. Any plumber can turn the trick. Don't make the mistake of having

(Continued on page 29)

Standardize Medical Advertising

The national vigilance committee of the Associated Advertising Clubs of the World has just published "standards for medical advertising" for guidance of newspapers and other advertising mediums. The requirements from which the standards were adapted were formulated by the American Pharmaceutical Association.

To Advertise Bicycles

The necessity for more extensive bicycle advertising was decided upon at a recent session in Atlantic City of several associations in the interest of the manufacture and distribution of bicycles. It is reported that an extensive campaign will be carried on during the coming year.

Publish Unique Ad

The Danville (Ill.) Commercial-News recently published a unique advertisement in which an undertaking establishment on a certain day offered a "funeral complete" for \$1. The service consisted of a "\$50 casket, embalming, suit or dress, and use of hearse."

Missouri Editors to Meet

The annual convention of the Missouri Press Association will be held in St. Louis September 20 and 21.

Advertising Agents

COLLIN ARMSTRONG, INC.,
Advertising and Sales Service,
1457 Broadway, New York.

FRANK, ALBERT & CO.,
26-28 Beaver St., New York.
Tel. Broad 3831.

HOWLAND, H. S., ADV.
AGENCY, INC.,
20 Broad St., New York.
Tel. Rector 2573

LEVEY, H. H.,
Marbridge Bldg., New York.
Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-
MAN,
Brunswick Bldg., N. Y.; Advtg.
Bldg., Chic.; Gumbel Bldg., Kan-
sas City.

JOSEPH A. KLEIN
Publishers' Representative
Specializing in Financial Advertising
Exclusively
Forty-two Broadway, New York

GLASS, JOHN,
1156-1164 Peoples Gas Bldg., Chic.

O'FLAHERTY'S N. Y. SUB-
URB LIST,
225 W. 39th Street, New York.
Tel. Bryant 6875

New Orleans States

Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6
Months Ending April 1, 1917

36,670 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.

The S. C. BECKWITH SPECIAL
AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

AD FIELD PERSONALS

JOSEPH H. APPLE, advertising director of John Wanamaker, New York, was operated upon Monday for appendicitis, at the German Hospital in Philadelphia.

MISS NELLIE D. PRENDERGAST, former advertising and publicity manager for the Pathfinder Co., Indianapolis, Ind., has been appointed manager of the advertising and publicity departments of the H. Barcroft White Corporation, of Syracuse, N. Y.

FREDERIC H. PATTEE, former advertising manager for Barnes-Crosby Co., Chicago, recently became secretary and manager of the Chicago Offset Printing Co.

R. E. HALL is the new secretary of the Spokane Better Business Bureau, succeeding W. G. Oves, who has become industrial secretary of the Spokane Chamber of Commerce.

J. BUIST RICHARDSON has been elected president of the Nashville (Tenn.) Advertisers' Club, to fill out the unexpired term of L. S. McPhail, who has been appointed captain of field artillery in the Federal service.

A. B. CARGILL, advertising manager of the Milwaukee Sentinel, addressed the Wisconsin Retail Furniture Men's Association annual convention in Milwaukee this past week.

LLOYD YOUNG, advertising counsel and member of the Cleveland Advertising Club, spoke to the Club's summer school, Wednesday, on "Copy and Layout in Newspaper and Magazine Advertising."

J. J. BAYARD, recently with the San Francisco Examiner, has joined the advertising staff of the Oakland (Cal.) Tribune.

GEORGE M. ADAMSON, for ten years advertising manager of Hunter, Tuppen Co., Syracuse, N. Y., has resigned and will engage in the development of oil wells at Mobile, Ala.

H. A. PARKER, former advertising manager of Gimbels Brothers, Milwaukee, succeeds J. W. Carlin as advertising manager of the Goldstein-Migel Co., at Waco, Tex. Mr. Carlin has enlisted in the Texas National Guard.

SHERMAN K. ELLIS, who has been with Collier's for nearly three years, is now with the Metropolitan.

E. S. DESBARATS has been elected president of the Canadian Association of Advertising Agencies. J. P. Patterson is secretary and treasurer.

A. J. MESTON, advertising manager for the James Butler chain-stores, has written a patriotic song, "The Standard in America," for which Karl Feininger, the composer, is arranging a musical setting.

G. B. SHARP, president of the New York Advertising Club, has returned from a vacation camping trip in Maine.

Ad Club Elects

The following are officers elected by the Buffalo Ad Club: President, Ernest D. Anderson; Vice-presidents, H. A. Meldrum and A. F. Osborn; secretary, James H. Lee; treasurer, M. E. McFarland.

Interesting Page Ad

A recent issue of the Florida Metropolitan, Jacksonville, contained a full-page advertisement of greetings and congratulations from the Chamber of Commerce to the newly appointed army officers of Jacksonville.

Sell the idea to yourself first—and you can sell it to all men.

GASOLENE TREACHEROUS AND YET IS RELIABLE

(Continued from page 28)

the supply pipes too large—it's as bad as having them too small. Of course, everybody knows that doubling the diameter of a pipe increases the capacity four times.

If gasolene is taken to a linotype machine, no one would think of running the pipes along the floor. Bring them up through the floor, inside the machine, and conduct them from the back through the machine to the burner, so that they may rest on parts of it that are not movable.

DANGERS THAT CAN BE AVOIDED.

Of course, no publisher leaves gasolene-fed linotypes to burn in a composing-room during the night, without a watchman to inspect them every so often. If a leak occurs, he knows that the gasolene will go to the floor and volatilize, and, like the mule, seek its own level. In other words, it will start for the basement, just as a mule will for the stable, if there is an open doorway. Usually there is a furnace in the cellar. On the way, the gas becomes thoroughly mixed with air, and when it gets under the fire box something happens. Live coals are blown all over the room, the fire runs back to the source of supply, the explosion wrecking everything in its path, whether the track be ten feet or two hundred in length. This has occurred a number of times. A cross current of air, introduced by the opening of two windows, in such a manner that the gas is carried out of the building, will prevent the trouble, but the cross current should be between the machines and the danger point—not playing directly against the machines, where it is likely to extinguish the flame in the burners, and precipitate the identical trouble one seeks to prevent.

Occasionally a machine tender will explain the failure to keep the metal at the proper temperature by stating that the gasolene is mixed with water. This is a lazy man's excuse for not holding his supply at the proper point. He doesn't know that oil and water won't mix. If water were in the gasolene, it would settle on the bottom and would flow through the pipes first and extinguish the fire completely. Illustrate to him by putting an ounce of water in a bottle, and adding seven ounces of gasolene, shake it well, set it down, and watch the water separate from the oil and go to the lower level.

The man who knows that it is dangerous to twist a mule's tail, doesn't hesitate to leave the cover off of a gasolene can—he is coming back in a moment, you know. Some one tells him a funny story, which breeds another, and while they are laughing the gasolene gas is doing the very thing it should do, in order to help man. But due to man's carelessness, however, it is diverted to a channel not intended, and the inevitable happens. Then publishers wonder what makes insurance adjusters so unreasonable!

Of course, every publisher knows that gasolene should be kept closed all the time—open only at the point and the time when and where it is to be used. If this rule is followed, and the same care is displayed in studying the nature of gasolene that one recognizes in the mule, it will be found as workable as that animal—with this exception: The mule gets tired, and then no power on earth will make him start. Gasolene, however, will work twenty-four hours a day without complaint, provided you let it.

The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

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| ALABAMA | MONTANA |
| NEWS Birmingham Average circulation for June, 1917, Daily 41,047; Sunday, 45,316. Printed 2,891,112 lines more advertising than its nearest competitor in 1916. | MINER Butte Average daily 13,781. Sunday 22,343, for 6 months ending April 1, 1917. |
| CALIFORNIA | NEW JERSEY |
| EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery. | JOURNAL Elizabeth |
| MERCURY-HERALD San Jose Post Office Statement 11,434 Member of A. B. C. | PRESS-CHRONICLE Paterson |
| GEORGIA | NEW YORK |
| BANNER Athens A gilt edge subscription—not a mere circulation claim. | COURIER & ENQUIRER Buffalo |
| JOURNAL (Cir. 55,428) Atlanta | IL PROGRESSO ITALO-AMERICANO—New York |
| ILLINOIS | DAY New York The National Jewish Daily that no general advertiser should overlook. |
| HERALD-NEWS (Circulation 15,190) Joliet | OHIO |
| IOWA | VINDICATOR Youngstown |
| THE REGISTER AND TRIBUNE—Des Moines Circulation, 85,000 Daily, 70,000 Sunday. | PENNSYLVANIA |
| SUCCESSFUL FARMING Des Moines More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations. | TIMES Erie |
| KENTUCKY | DAILY DEMOCRAT Johnstown |
| MASONIC HOME JOURNAL—Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly. | TIMES-LEADER Wilkes-Barre |
| LOUISIANA | TENNESSEE |
| TIMES-PIGAYUNE New Orleans | BANNER Nashville |
| MICHIGAN | TEXAS |
| PATRIOT (No Monday Issue) Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat Rates—One time ads, 50 cents inch; yearly contracts, 35 cents inch; position 20% extra. | CHRONICLE Houston The Chronicle guarantees a circulation of 42,000 daily and 51,000 Sunday. |
| MINNESOTA | UTAH |
| TRIBUNE, Morning and Evening... Minneapolis | HERALD-REPUBLICAN Salt Lake City |
| MISSOURI | VIRGINIA |
| POST-DISPATCH St. Louis Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year, than there are homes in the city. Circulation first six months, 1917: Sunday average 362,858 Daily and Sunday 195,985 | DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States. |
| ROLL OF HONOR | WASHINGTON |
| The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation. | POST-INTELLIGENCER Seattle |
| ILLINOIS | NEBRASKA |
| SKANDINAVEN Chicago | FREE PRESSE (Cir. 128,384) Lincoln |
| | NEW YORK |
| | BOELLETTINO DELLA SERA New York |

TIPS FOR DEALERS

New Concerns and Old That Are or Will Be in the Market for Supplies.

OKLAHOMA CITY, Okla.—The A. B. Jones Publishing Company has been organized here and charter filed with the Secretary of State. Capital \$5,000. Incorporators: A. B. Jones, L. M. Jones, and O. L. Price, all of Oklahoma City.

NEW YORK—Gardiner, Atkinson & Wells; general advertising business and making advertising devices; capitalization, \$200,000; incorporators, J. F. Atkinson, J. H. Heinberg, W. R. Gardiner, jr.; place of business, 601 West 113th Street.

WILMINGTON, Del.—John Hancock Institute, Inc.; general advertising agency business; capitalization, \$50,000.

DAYTON, O.—The Dayton Newspapers Co.; capitalization \$400,000; incorporator: W. C. Merrick.

CHANGES IN INTEREST

CLINTONVILLE, Wis.—William M. Barnum, veteran newspaper man of central Wisconsin, has sold his interest in the Tribune here to Robert H. Wright, of the Hortonville (Wis.) Review.

CAMERON, Wis.—The Record has disposed of its subscription list to the Barron County Shield, published at Barron, Wis.

SEDAN, Kan.—Roy L. Fruit has sold the Times-Star here to a company of which Frank L. Colville is president.

ELK FALLS, Kan.—Jake Christianson has purchased the Reflector here and is now publishing it from Longton, Kan. He will later move the paper to Elk Falls.

HAMBURG, Ark.—W. R. Hartley has purchased the Budget here from: E. K. Kimber.

VALLEY CENTER, Kan.—L. B. Greenbank has purchased the Index here from W. H. Woodhouse.

KLAMATH FALLS, Ore.—Glenn S. Callon, who has been employed on the Evening Herald here for sometime, bought a half interest in the Klamath Record. Callon formerly lived in Sacramento.

AMERICUS, Ga.—Franc Mangum, editor and publisher of the Swainsboro (Ga.) Forest Blade, has purchased the Times-Recorder here.

SAN MATEO, Cal.—John D. Bromfield is now sole owner of the County News here, having purchased the half-interest of his former partner, A. P. Belisle.

NEVADA CITY, Cal.—W. A. Potter has disposed of the News to George W. Gildersleeve, of Napa, Cal., who once published a newspaper at Mill Valley, Cal.

NEW ENTERPRISES

SOMERSET, Wis.—The St. Croix County News is the name of a new newspaper here. G. G. Gale is editor and publisher.

CLINTON, Neb.—The Journal is a new newspaper here.

TOPEKA, Kan.—The Kansas Highway Commission in September will start publication of a quarterly magazine on highway work in Kansas.

QUANAH, Tex.—C. T. Wilson, recently a publisher in Kirkland, Tex., will start a new paper here soon.

YORBA LINDA, Cal.—The Star is the name of a newspaper here. A. V. Douglass is editor and publisher.

CONGRESS IS URGED TO RELEASE WATER POWER

Importance of Legislation Now Pending Before Congress Emphasized in Statement Issued by Paper Committee of American Newspaper Publishers' Association.

To emphasize the importance of water-power legislation now pending before Congress, the committee on paper of the American Newspaper Publishers' Association has issued the following statement:

"Permanent relief for the present distressing situation with regard to news print prices can only be secured by increasing the paper tonnage produced in this country through the erection of new mills.

"A survey of possible paper-mill developments in the Northern and Eastern States, where the principal American mills are located, failed to disclose any sites where mills of importance can be built. The pulp-wood stands in this section are rapidly decreasing and reforestation will require, from twenty-five to thirty years. In addition these timber stands and the available water-power developments are practically under the control of the paper manufacturers of this territory.

"At a considerable expense it has been ascertained that large and economical paper-mill developments are possible in that great and practically untouched area of pulp-wood timbers lying in the Western Rocky mountains, the Pacific Northwest and Southeastern Alaska, and that the general conditions in this territory are such as to permit the production of news print at a very low cost compared with Eastern mills' producing costs.

"A number of paper-mill undertakings are under consideration at various points in this section, and it was hoped to secure enough additional tonnage to care for the future increased demands of publishers, thus assuring normal prices when this tonnage became available.

"With the exception of one large mill which is to be erected in the State of Washington no additional tonnage of any importance can be counted upon in this territory until laws are passed which will permit financing of the necessary water powers, which are absolutely essential in the production of mechanical pulp. While this section contains very large undeveloped water powers they are almost without exception located in the public domain or on navigable streams.

"It is impossible to finance the necessary water powers until remedial legislation is passed permitting the issuing of irrevocable term permits.

"Efforts are being made to secure such legislation at this session of Congress. In view of the great importance of the early development of the water-power resources of the nation in the

present national emergency, it is believed that such legislation may be passed at this session. While such legislation is of specific importance to publishers in connection with their future paper tonnage, this is probably the least of the benefits which will result to the nation at large."

TO BE WAR CORRESPONDENT

Dr. Lewis B. Blan, of New York, to Represent Syndicate of Newspapers.

Dr. Lewis B. Blan, chief examiner on the staff of Commissioner of Accounts Wallstein, New York, resigned yesterday to go abroad as a newspaper correspondent for a syndicate of twenty-one daily newspapers in the United States and Canada. Dr. Blan will be accompanied by Lowell Thomas, who has resigned from the faculty of Princeton University to go abroad for material for a series of travelogues on "Seeing the Effect of the War on the World." They will sail Monday. Among the newspapers Dr. Blan will represent as war correspondent are the New York Globe, the Chicago Daily News, Philadelphia Public Ledger, Pittsburgh Dispatch, Montreal Star, Toronto Star, Ottawa Citizen, Detroit News, Buffalo News, and Leslie's Weekly.

Dr. Blan's contract with the syndicate provides for a compensation at the rate of \$15,500 a year. He will take with him Harry Chase, war photographer, and a secretary.

The undertaking has the full approval of the committee on public information.

Virginia Paper Reorganizes

The Virginia Citizen, Irvington, the plant of which was burned a few weeks ago, reappears under the management of a new stock company composed of the following members: George H. Oliver, president; R. Hill Fleet, vice-president; Lynn H. Ford, treasurer; Roy P. Beazley, secretary and manager. W. McDonald Lee, the former owner, will continue as editor.

New A. N. P. A. Member

The South Bend (Ind.) News-Times has been elected to active membership in the American Newspaper Publishers' Association.

New Job for H. J. McMahon

Harold J. McMahon is no longer with the Hotel Publicity Corporation, New York, as head of its checking department. After a few weeks' rest he will be back on a new job.

VIRGINIA PAPER SOLD

C. L. Slowden, of Portland, Me., Buys Interest in Petersburg Progress.

C. L. Slowden, for a number of years city editor of the Portland (Me.) Evening Express, has acquired a one-fourth interest in the Petersburg (Va.) Progress.

Early in the summer the Progress was merged with the Petersburg Index Appeal. That relationship is now dissolved, three-fourths interest in the Progress being held by a group of Petersburg business men. Mr. Slowden will be in charge of the active management of the paper. The sale was handled through Harwell and Cannon, newspaper brokers, Times Building, New York.

NEW MISSISSIPPI PAPER

C. S. Partridge to Become Managing Editor of New Morning Daily.

C. S. Partridge, of the Cleveland Leader advertising staff, has resigned to become managing editor of the Hattiesburg (Miss.) Herald a new daily to be launched by Frank D. Lander, publisher of the Hattiesburg News, an afternoon paper. The publication will be issued in the morning and is designed especially to cover the new army cantonment being built at Hattiesburg.

Mr. Partridge was formerly in the advertising and editorial departments of several Washington papers.

Hattiesburg claims 18,000 population and 30,000 men will live at the cantonment. The new paper is scheduled to start September 1.

Oregonian Does Big Bit

One hundred and two men from different departments of the Portland Oregonian have responded to the call to the colors since the beginning of the war with Germany.

Some newspaper men remain cub reporters all their lives, while others graduate from that class in a day.

This war is being fought by civilians as well as by soldiers. The loyal American can serve at home—he can make his dollars help sustain the fearful symphony of the great guns which are thundering the answer of freemen to the German challenge.

The man who has already bought a Liberty Bond must prepare to buy another, and still more. The soldiers at the front must fight again to-morrow, and on the other to-morrows—and the civilian at home must do the same.

HIGH LIGHTS ON THE FOREIGN SITUATION

The kind of reading that appeals to all classes with the United States now in the world war.

Feature articles from leading soldiers, statesmen and authors of Europe.

We handle more important articles of this description than any other agency in America.

THE INTERNATIONAL NEWS BUREAU, INC.

J. J. BOSDAN, Editor

15 School Street, Boston, Mass.

INTERTYPE

"The BETTER Machine"

Model A, \$2100
Single Magazine

Model B, \$2600
Two Magazines

Model C, \$3000
Three Magazines

SIDE MAGAZINE UNIT, APPLIED BEFORE SHIPMENT, \$150 EXTRA

Twenty million Intertype Matrices and 160,000 Intertype Spacebands are being used in 4,200 composing rooms in the United States and foreign countries.

Send your supply orders to our nearest Agency.



INTERTYPE CORPORATION
Terminal Building
Brooklyn, N. Y.

LIVE TOPICS DISCUSSED BY OUR READERS

[Under this caption we shall print, each week, letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column can be made of great value through the cooperation of our readers.—Ed.]

Liberty Bond Advertising

THE COLUMBUS LEDGER

COLUMBUS, Ga., August 17, 1917.

THE EDITOR AND PUBLISHER:

I read with a great deal of interest your article in this week's issue, in regard to the advertising of the next issue if Liberty Bonds.

I agree with you and with the different men whose arguments are in favor of the Government paying for this advertising. As you have plainly shown, it will be considerably cheaper to pay for the advertising of this loan than it would be to increase the interest one-half of one per cent.

In reading this article it strikes me that as the Government seems to be a little dubious about appropriating money for advertising, and in view of the fact that publishers are called upon to do their "bit" in most everything that comes along, that it might meet the approval of most of the publishers to exchange Liberty Bonds for advertising.

The publishers would, of course, have to pay the advertising agent who handles the issue their 15 per cent. commission, the same as is done on hotel due bills and other trade deals. I am satisfied that most publishers would be glad to make an exchange of this kind, and the newspapers are entitled to a living and a legitimate profit, the same as any other manufacturer. They are just as patriotic, and if the necessity should arise, believe that every one of them would turn the entire plant over to the Government. Can the same be said of any other profession?

Why should the newspapers be called upon to furnish the Government their products for nothing? It has never been suggested that the products of any other manufacturer be taken over even at cost, every one agreeing that they are entitled to a reasonable profit.

In this connection and referring to pending bills for special tax postal rates, it is hard to understand why the profits of newspapers should be singled out by the Government for special taxation; the weak excuse being made by some that the newspaper has enjoyed special privilege at hands of the Government, does not hold water. It has not been but a short time since a great many of the manufacturers published house organs which enjoyed the same postage privileges as newspapers.

Your efforts to induce the Government to handle the next issue on a business basis, should and no doubt will be greatly appreciated by publishers throughout the country.

W. E. PAGE,

Business Manager, the Columbus Ledger.

The Age-Herald Circulation

THE AGE-HERALD,

BIRMINGHAM, Ala., August 14, 1917.

THE EDITOR AND PUBLISHER:

I see that in an advertisement of Southern newspapers in THE EDITOR AND PUBLISHER a grave injustice has been done the Age-Herald as to circulation. This published statement was made when we had cut out circulation last January to the lowest point, on account of the great cost of white paper. We were then paying exceeding six cents a pound in Birmingham.

Our circulation since then has increased greatly, and is still increasing every day. During the past thirty days our net paid daily circulation has averaged, daily, 23,242; Sunday, 31,700; weekly, 35,967. Within thirty days there will undoubtedly be a large increase over this.

THE PATRIOT-O-WHIRL
The Newest and Best Automobile Accessory
Join in the Patriotic Spirit of Liberty and WHIRL YOUR COLORS

The Patri-Ot-O-Whirl is rain-proof and indestructible. Consists of three heavy sheet steel wheels, enameled in red, white and blue, and attached to the radiator cap or wind-shield of the automobile. It revolves with great velocity and makes a very striking appearance.

PUBLISHERS:
Here's the Biggest Winner Ever Offered! Can also be used on boats, bicycles, and motorcycles. Retail Price \$1.00. Write to-day for special price on quantity orders.

S. BLAKE WILLSDEN
Premiums and Advertising Specialties
29 E. Madison St. Chicago

MEMBERS OF CONGRESS AND NEWSPAPER PUBLISHERS

WHAT are you going to do about it?

Because Congress seems intent on punishing the newspapers there are to be imposed documentary taxes on all newspapers with net incomes in excess of \$4,000 per annum. No other business is thus singled out for a special tax. In addition to the above tax all the other proposed war taxes will hit the publishers' business.

It is proposed also to raise the second-class postage rate. Many newspapers do not send over 5 per cent. of their output by mail.

The average newspaper lost money in 1913 and 1914. In 1917 the newspapers faced an increase in newsprint cost of from 60 per cent. to 100 per cent. Newspapers which increased their selling price from one cent to two cents simply handed over the extra half cent or six-tenths of a cent to the paper manufacturers.

Advertising is now showing a very heavy shrinkage. Labor costs are rising. Insurance and workmen's compensation laws are exacting a heavy toll from publishers' gross profits. Newspapers are importuned and dragged to give free advertising space to the Government. Raising advertising rates shrinks volume of space used by local merchants, who buy what their appropriations pay for, not the amount of space needed.

Now what are YOU going to do about it?

Write plainly to your Senator or Congressman and enlighten him. Tell him you want to bear every ounce of burden you should, and more; but you object to being singled out and made to shoulder unfair burdens.

Hundreds of small papers are being exterminated.

The successful newspaper is the one that can champion the cause of right, fight for the common people—the one that does not have to go to the various interests, and seek help.

Newspapers driven to financial embarrassment generally wind up their careers as organs of some insidious back-door control. Congress does not want such a press!

The Age-Herald proposes to be not only the best morning daily newspaper in the South, but to have the largest bona-fide circulation of any newspaper in the South.

I should be glad if you would make some mention of this in an early issue of THE EDITOR AND PUBLISHER.

E. W. BARRETT.

AMONG NEW BOOKS

NEWSBOY SERVICE, by Anna Y. Reed, Ph. D. One of the School Efficiency Monographs. World Book Company, Yonkers-on-Hudson, New York. xxviii—175 pages. 90 cents.

That newsboy service furnishes the the boys who are still in public schools the largest amount of employment, and that it is the means of combining vocational study with vocational guidance has been made clear by a new volume which the World Book Company of Yonkers-on-Hudson, New York, has just published. This is Newsboy Service by Anna Y. Reed, Ph. D., and is the latest volume which has appeared in the School Efficiency Monographs from this

publishing house. It has 203 pages. The price is 90 cents, postpaid.

Dr. George Elliott Howard, who has written the introduction to the volume, states that Mrs. Reed has "produced not only a model investigation in social statistics but at the same time she has written a book which in every part focuses the attention and challenges the sympathy of the reader. It will be a

The Pittsburgh Post
ONLY Democratic Paper In Pittsburgh.

CONE, LORENZEN & WOODMAN, Special Representatives New York, Detroit, Kansas City, Chicago

great service to all who are interested in the vocational training of youth."

W. Carson Ryan, jr., editor for the United States Bureau of Education, in a prefatory note, calls attention to the fact that this is one of the first studies published which will help to secure a part of the seven million dollars to be annually appropriated eventually by the Federal Government under the provisions of the Smith-Hughes Act, for vocational education in this country.

To Stage Roundup

The San Francisco Newspaper Men's Club will stage a California Cowboys' Roundup at Ewing Field, September 8, 9, and 10.

If Loyalty to the American cause in this war cannot be expressed in the German language, the German-language newspapers will have to abandon it, and adopt a language which offers no difficulties in that direction.

Anybody can talk, but silence is a gift.

Continued Growth

Thus far in 1917, The New York Times has published nearly eight million lines of advertisements, a gain of over 600,000 lines compared with the corresponding period last year, and, deducting help and situation wanted advertisements, a greater volume than any other New York newspaper.

Average net paid circulation, daily and Sunday, exceeds 340,000 copies.

The Evening Mail
New York
Last year GAINED
178,965 lines
of Dry Goods Advertising
Only one other N. Y. evening paper exceeded this record, and three of them showed losses.
The New York Evening Mail

Says the
NEWS-TRIBUNE
of Duluth
"Our service from you has been uniformly good. We may want to increase it at a later date by the addition of other features."
Central Press Ass'n
New York Cleveland

The Evening Star
with one edition daily,
has a greater circulation in Washington, D. C., than that of all the other Washington papers combined.

A Gain of 73%
During the past four years the Detroit Free Press has enjoyed a gain of 73% in circulation. Character and solidity explain this increase. Advertising MUST pay in a medium which calls forth such a tremendous response from the public.
The Detroit Free Press
"Michigan's Greatest Newspaper."
VERREE & CONKL Foreign Representatives New York Chicago Detroit

(June Circulation 81,035)
"ASK THE LOCAL ADVERTISER"
The St. Paul Daily News
leads its field in advertising and in circulation with more readers than any other St. Paul paper ever had. In six months of 1917 it showed a gain of 134,358 lines.
"For More Business Than Usual"
C. D. BERTOLET
Boyce Building, Chicago
A. K. HAMMOND
E. E. WOLCOTT
366 Fifth Ave., New York

PHILADELPHIA
America's Greatest Industrial City.
The PRESS
Philadelphia's Great Industrial Paper.
Foreign Representatives
GILMAN & NICOLL
1103 World Building 1030 Tribune Building
NEW YORK CHICAGO

Food Medium
of
New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
220 Fifth Avenue NEW YORK Lytton Building CHICAGO

IMPORTANCE OF LOCAL NEWS—GET THE ENGAGEMENTS, WEDDINGS, CROPS, ETC.

How to Fill Your Newspaper with Matter That Will Interest Your Subscribers—Where Items May Be Found—Necessity of Knowing Everybody—Sources of Feature Stories—Things That People Want to Know About.

By ROBERT W. JONES.

City Editor of the Columbia (Mo.) Tribune.

THE first thing the average individual recognizes as news is the town gossip's dearest message—an engagement. All the world loves a lover. Tell about the announcement parties. Next in order of importance come deaths, Weddings and births are just as important. These things are the backbone of the country paper, for they happen everywhere, and everybody is interested in these items if they deal with the home folks. When you move away and the home paper

An acre of corn in the silo is worth two acres outside the silo, in feeding value. Keep on telling them about it. Farmers come to town on Saturday in considerable numbers. Talk to them. Learn their names. Make friends. Make them remember you, and see that you remember them. Put their names in the paper when a reasonable opportunity presents itself, for the most arresting thing in all literature is your own name in print.

The undertaker will tell you who has died. Go to him daily. The preachers will tell you about the funerals and the weddings; the doctors will tell you of cases of serious illness likely to result in deaths, for which you can be on the lookout, and the doctors will tell you about the births. Announcement parties and social events of interests to your readers can be found out through acquaintances. Train your friends to telephone you when they hear of something interesting.

Another source of news that is very important in a small town is the railway station. The outside world touches your community through the railway station.

ASK ABOUT THAT NEW BUILDING.

The banks lend the money that goes into new enterprises. They won't break confidence to tell you another man's affairs, but you can find out whom to see to ask questions about the new building that is going to be put up across from the postoffice.

The real estate agents can tell you who sold his farm to a man from Iowa and is going to Oklahoma. They can tell you who has rented the widow Smith's house and is going to bring his family here.

Of course, if you are in a county seat town, you will not overlook such a news center as the court house. It is the most obvious place in town. There the lawyers file their petitions with the



ROBERT W. JONES.

follows you, the first items you notice closely are apt to be in one or the other of the four classes mentioned: engagements, deaths, weddings, births.

The next in order of importance is business changes. The corner drug store has sold out or failed; the soda-fountain clerk has drawn his savings out of the bank and bought an interest in the store. A new store is being started. Old Man Smith has retired to take his ease and Young Bill Smith assumes the reins.

In this same interesting category is anything that lies close to the pocket-book. If your paper is in a mining town, prices of ore and news of the shops and mines, and little three-liners about the workers will have a universal appeal. If your town is in a farming region (and it generally is), never let a land sale or a stock trade get by, if you can help it.

circuit clerk—that is, every law suit becomes public, first, at the office of the circuit clerk. There the sheriff gets wind of criminals and sends his deputies out to scour the country for them. There the county court meets to fix tax rates, change roads, allow bills, and transact many kinds of business that means news items.

The county school commissioner has many a good story for you, if you ask him the right questions. He can tell you how many school children go to the district schools in your county, how many teachers there are, and what the average salary of the teacher in your schools is, as compared with a few years ago.

Letting sentence after sentence, blind and aimless wander on, While we struggle through the darkness, fitting words to this or that, Only finding as we muddle, more and more to wonder at.

Till we see that one small comma, like a bright October moon, Could clear all in one brief instant, would the printer grant the boon. Oh, I know full well you hate it, but, please, cruel printer-man, Give us back the dear old comma, and as quickly as you can!

—[Kate Upson Clark, New York Times.

The Lost Comma

Messrs. Editors and Printers, men who really ought to know, Give, oh, give us back the comma of the happy Long Ago!

Comma that divides the sentence so that he who runs may read, Bidding suns of sense shine sweetly through the clouds that would mislead.

Never did we love the comma, as we love it now 'tis gone,

NEA EDITORIALS

on live subjects, written by some of the best writers in the country, form a part of NEA service greatly appreciated by busy editors.

THE NEWSPAPER ENTERPRISE ASSOCIATION
1279 West Third Street
Cleveland, Ohio

The True News

—FIRST—

Always—Accurately

International News Service
World Bldg., New York

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

60-62 Warren St., New York City
Established a Quarter of a Century

The Pittsburg Dispatch

Reduces to the minimum all chance in advertising expenditures.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philadelphia

Write or wire at once for option on

REX BEACH'S latest and best serial RAINBOW'S END

a thrilling tale of lost treasure, intrigue, war, humor and love

Released for publication at once

The McClure Newspaper Syndicate 120 West 32nd St. New York

For the first four months of 1917 The Indianapolis Star carried more Automobile advertising than the other two Indianapolis papers combined.

RATE
DAILY - 10 CENTS
SUNDAY 12 CENTS

The Indianapolis Sunday Star has a greater circulation in Indiana Cities and towns than any other Indianapolis newspaper

Readers Decide

—The HABIT of appreciation shows in circulation gains. Get the features that have WON the biggest audience.

Let us send you samples of our colored comics; daily and Sunday pages in black and colors.

Newspaper Feature Service
M. KOENIGSBERG, Manager
37 WEST 39TH ST., NEW YORK

QUALITY CIRCULATION BUILDER

National Editorial Service, Inc.,
225 Fifth Ave., New York.



DOMINATES

its field in purchasing ability per family and yet at lowest advertising cost per thousand.

"TO-DAY'S HOUSEWIFE"

GEORGE A. McCLELLAN
General Manager
New York

APPLIED RULE OF REASON

Logic of Uncle Henry Brown of the Denver Tribune Was Unanswerable.

Deed H. Mayar, editor of the Leavenworth Echo, tells the story. He used to work on the Denver Tribune some forty years ago. That paper was financed and started in 1870 by a lot of aspiring politicians, who, after defeat in the following election, had an elephant on their hands. After a strenuous existence of a few months the paper was unloaded on Uncle Henry Brown, who had come across the plains from St. Jo, Mo., in the sixties and had taken up a homestead, which appreciated in value by reason of the rapid growth of Denver and soon made him one of the rich men of the city.

"Just what induced Uncle Henry to buy a daily newspaper I never knew," says Mr. Mayar. "I came on the scene shortly after and accepted a minor position on the Tribune. If Uncle Henry was led to believe there was money to be made in the venture he was sadly disappointed.

"The monthly losses tended to aggravate the acidity of Uncle Henry's temper, which was never angelic. He held frequent consultations with Sam Gill, the business manager of the Tribune, urging him to hold expenses down to the income. The 'gang' used to tell how Uncle Henry would come away from these conferences with a new wrinkle on his Websterian brow. He never inspired any of the employees with enthusiasm. They thought more of Saturday evening and their pay envelope than the merits of the Tribune as a newspaper.

"It was not an uncommon thing in those remote days for a daily newspaper to suspend publication on Christmas and Fourth of July, but the Tribune set the pace in this respect and went all others several better. It would suspend on the Fourth, Christmas, New Year's day, Washington's and Lincoln's birthdays, St. Patrick's day, and if there had been a Labor day then it certainly would have been observed by a cessation from labor on the Tribune. Uncle Henry was known to have same vague doubts about the propriety of too frequent suspension by a daily newspaper of any pretensions.

"One morning he came down to the office and found Business Manager Gill the only man on duty. In a mood of investigation he said, 'What's the matter, Mr. Gill, ain't you getting out a paper to-day?' 'No, Mr. Brown. This is St. Patrick's day. You know the Tribune has a number of patrons among the Catholics and they will appreciate our observance of the day.' Mr. Gill, do you really think it is a good thing for a daily newspaper to suspend publication so often?' Mr. Gill, reflectively, 'Well, Mr. Brown, I am not sure it is, but then, you know, every time we suspend an issue we save the cost of those printers' wages that you frequently say are getting all your money. Most of our advertising contracts are payable by the week and month, for which we make no deductions for suspension. I figure that you make about \$325 every time we suspend an issue of the Tribune.' Uncle Henry dropped his chin a moment, and then said:

"Mr. Gill, if you can make that much money for me by stopping the Tribune one day, let's stop the damn thing forever."

FOR SALE

Advertisements under this classification, twenty cents per line, each insertion. Count six words to the line.

LINOTYPE—Model No. 3, Serial No. 10109, magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Conn.

BONAFIDE OFFER:—Actually for sale for immediate shipment. Several Models, Linotype, and Intertype Machines; Recess, Head Letter and Regular Molds; Liners, Space Bands, Blades, etc. Can save you money on purchases of any New Linotype or Intertype. Address U. 3364, care The Editor and Publisher.

FOR SALE.—A Campbell New Model Press and Stereotype outfit complete. Rebuilt five years ago by R. Hoe & Co. and guaranteed to be in perfect condition. Prints four or eight pages, 6, 7 or 8 columns to the page and can be seen running daily in our plant. Reason for selling is that we are about to install a larger press. Small cash payment and balance in monthly installments. First reasonable offer gets it. Address U-3368, care The Editor and Publisher.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE

AUDITOR, BUSINESS MANAGER, CIRCULATION MANAGER, SYSTEMATIZER.

Position wanted by young married man with country-wide experience in all the details of paper economy and business and circulation department efficiency. Long experience systematizing circulation departments, cutting down waste, stopping leaks and in up-to-the-minute methods of circulation promotion. Also long accounting experience in various lines. At present employed in responsible position but desire a change. Can furnish the best of references from present and previous employers and business associates. Address U-3366, care The Editor and Publisher.

ADVERTISING MAN of proven ability with plenty experience on Metropolitan dailies, at present employed wishes to make a change. If you need a sober, active persistent man, write me. Address U-3369, care The Editor and Publisher.

CORRESPONDENT & EDITORIAL WRITER.—Washington and European experience, good photographer, well educated and reliable. Address U-3374, care The Editor and Publisher.

CIRCULATION MANAGER.—Fifteen years' experience, thoroughly familiar with every detail of the circulation department; original schemer; good organizer and hard worker. Thirty-five years of age, married. Address U-3365, care The Editor and Publisher.

CIRCULATION MANAGER who has had years' of experience on large and small papers and a business getter, can show results. Not subject to draft. Address U-3375, care The Editor and Publisher.

BUSINESS AND ADVERTISING MANAGER.—Live wire, energetic, ambitious and man of character, married, age 28, desires to make change by September 1st. Employed at present but has gone as far as possible for some time in present position. Highest references from past and present employers. More than 12 years' experience in business and advertising departments. At present assistant advertising manager daily in city, handled thousands of copy men, convincing salesman who holds and makes friends for himself and paper. I can deliver the goods, what have you to offer? Nothing less than fifty dollars week considered. Address U-3370, care The Editor and Publisher.

THOROUGH NEWSPAPER MAN, familiar with all details of the business office, expert advertising director, eminently successful in every undertaking, seeks position in harmony with ability. Address U-3380, care The Editor and Publisher.

CIRCULATION MAN, with experience in Chicago, Louisville, and St. Louis wants to make a change from present berth. Will consider an offer west of the Mississippi River. Clean record. Married and not subject to the army draft. Last position showed a 25 per cent. increase the first two months and a 35 per cent. increase in four months. Record is clean everywhere and references can be furnished from each past employer. You need a man willing to work, if you do, let me hear from you. Box U-3381, care The Editor and Publisher.

ADVERTISING SOLICITOR, first-class producer, and capable business manager, desires connection with newspaper on salary and commission. Box U-3382, care The Editor and Publisher.

MISCELLANEOUS

Advertisements under this classification twenty cents per line, each insertion. Count six words to the line.

BOOST YOUR SUBSCRIPTION LIST.—Use original subscription-getting campaigns, prepared by circulation expert and adapted especially to your publication. No contests. Subscriptions come on merits and "stick." Write George E. Buckman, Box 2792, Boston, Mass.

TRADE AT HOME SERVICE.—Complete matter for ten weeks' campaign, including ten full page arguments, reading and editorial matter, full instructions how to put it on. Copyright matter. Price \$10 sent on ten days' approval. Geo. W. Macdonnell Adv. Mgr., The Telegram, Long Beach, Cal.

WANT TO HEAR FROM PUBLISHERS who have or will have used Newspaper Machinery for sale. Address U-3377, care The Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty cents per line, each insertion. Count six words to the line.

An engraver to operate and manage engraving plant in connection with well established daily paper. Plant in good condition. Unusual opportunity for first class man. Address, giving references and experience. Address U. 3379 c/o The Editor and Publisher.

FOR SALE

Advertisements under this classification, twenty cents per line, each insertion. Count six words to the line.

TRUSTEE'S SALE. September 8th.

The following property of the American Printing Company will be sold by me at St. Joseph, Mo., on Sept. 8th.

- 3 CYLINDER PRESSES.
- 4 PLATE PRESSES.
- 2 CROSS AUTOMATIC PAPER FEEDERS.
- 2 LINOTYPE MACHINES.
- 1 FOLDING MACHINE.
- 2 STITCHING MACHINES.
- 1 SELF-CLAMP PAPER CUTTER.
- 1 OTTO GAS ENGINE.
- 1 DYNAMO, TOGETHER WITH ALL BELTING, SHAPING, PULLEYS, ETC., USED IN CONNECTION THEREWITH.

Also type of all kinds and descriptions, imposing stones, type cabinets, all furniture and fixtures of any kind whatsoever. WALTER FULKERSON, Trustee.

PUBLISHERS' NOTICE

The Editor and Publisher sells regularly at 10c a copy, \$3.00 per year in the United States and Colonial Possessions, \$3.50 in Canada and \$4.00 foreign, and is on sale each week at the following news stands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Marling's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. ea trade.

Baltimore—B. K. Edwards, American Building Philadelphia—L. G. Rau, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.

Boston—Parker House News Stand. Pittsburgh—Davis Book Shop, 416 Wood Street.

Washington, D. C.—Bert E. Trevis, 511 Fourteenth Street, N. W., Riggs Bldg., News Stand. Chicago—Powers' Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 27 N. Fifth Avenue.

Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.

Detroit—Solomon News Co., 69 Larned St., W. San Francisco—R. J. Bidwell Co., 742 Market.

80% only evening daily of a very attractive city of 15,000 can be bought for \$18,000. Equipment claimed to be worth \$20,000. Business has netted owner \$3,500 to \$8,000 a year from a gross of approximately \$24,000. No debts. Proposition P. H.

Charles M. Palmer
Newspaper Properties
225 Fifth Avenue, New York

DAILY NEWSPAPERS

We have at this time several attractive opportunities to buy Daily Newspaper Properties in New York and adjacent states. Cash payments required range from \$10,000 to \$200,000.

The owners of all the properties in question are represented exclusively by this firm.

HARWELL & CANNON

Newspaper and Magazine Properties
Times Building, New York

Exclusive Eastern Field

Only paper in Eastern city of 20,000, covering large field and showing satisfactory growth without direct effort. Price \$150,000, including real estate on main street of city. Ask for Key No. 2301x. References required.

Chance For Merger

Two evening papers in live Central West field may be bought for \$50,000 and merged. Every prospect of netting annually from \$15,000 to \$20,000. Details to inquirers furnishing references. Proposition 1m319x.

H. F. HENRICHS

Newspaper Properties
LITCHFIELD, ILL.

YOU MAY NEED TO KNOW

How you can get in touch with the right man for a position vacant, or how you can find a suitable opening for yourself or some friend whom you can recommend. Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, east, south and west. No charge to employers; registration free; moderate commissions from successful clients.

FERNALD'S EXCHANGE, Inc.

Third National Bank Bldg., Springfield, Mass.

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue at 45th Street
New York

GOSS HIGH SPEED FIVE ROLL STRAIGHTLINE
FOUR PAGE WIDE PRESS with Two Folders

For Sale by

WALTER SCOTT & COMPANY, Plainfield, New Jersey

OBITUARY NOTES

KINAHAN CORNWALLIS, former editor and owner of the New York Daily Investigator, a Wall Street publication, died recently, aged eighty-three.

GUSTAV VINCENT LINDER, librarian of the New York Herald, died recently at his home, in Glen Ridge, N. J.

EDWARD I. HAYNES, business manager of the San Francisco Monitor, died recently in San Francisco.

PATTERSON DU BOIS, writer, editor, and critic, died recently at his home in Philadelphia.

DONALD P. CAMPBELL, widely known Spokane, Wash., and Kellogg, Idaho, newspaper man, was buried recently in Riverview Cemetery, Portland, Ore. He died at Kellogg.

E. F. FASSETT, former editor and manager of the Arlington (Neb.) Review-Herald, died recently at Colorado Springs, Col.

ERNEST L. ARONI, aged fifty, formerly with the New York Evening Mail and the Philadelphia North American, died recently in Memphis, Tenn.

STEPHEN A. TITUS, aged sixty-two, for many years a reporter and editor of the World, died Wednesday in The Bronx, N. Y.

WEDDING BELLS

The announcement of the marriage of B. O. McAnney, of Washington, D. C., to Miss Esther Haswell, of Orono, Me., which was made recently in a Portland, Me., newspaper and reprinted in the trade publications, is incorrect. THE EDITOR AND PUBLISHER is glad to make this correction.

Guy W. Rogers, city editor of the Stevens Point (Wis.) Gazette, and Miss Kathryn Glennon were married recently at Stevens Point.

Oldham Paisley, city editor of the Marion (Ill.) Daily Republican, who has been awarded a commission as second lieutenant in the army, after training at Fort Sheridan, Ill., was married recently to Miss Annetta Nourse, of Omaha. Mr. Paisley has reported for active duty.

Robert Hudson, of the Pittsburgh Chronicle-Telegraph, was married recently to Miss Irene Brown.

Morgan Keating, formerly of the display advertising staff of the St. Paul Dispatch-Pioneer Press, after receiving a lieutenant's commission at the Officers' Reserve Training Camp at Fort Snelling, Minn., married Miss Jessie Helm, of St. Paul.

Rodney E. Marshall, city editor of the Portland (Me.) Press, was married Wednesday to Miss Mildred Blake, of Portland.

Announcement was made recently of the engagement of Truman Hughes Talley, of the New York Herald editorial staff, to Miss Helen Nicholson Macdonald, of Newark, N. J.

Thomas Malvern Dargie, formerly of the Oakland (Cal.) Tribune, and Miss Pauline Adams, were married recently in Oakland, Cal. Mr. Dargie is a nephew of the late W. E. Dargie, former publisher of the Oakland Tribune.

Russell Phelps, court house reporter on the Omaha Bee, was recently married to Miss Mae Morrison, of Council Bluffs, Ia.

Earl C. Brownlee, editor of the Ore-

gon City (Ore.) Courier, recently married Miss Bennett, of Klamath Falls, Ore. Brownlee recently returned to Oregon City from San Francisco, where he attended the Presidio Officers' Training Camp.

MASTERED YIDDISH PATOIS

Irving Lewis, Gentile, Wins Success as Writer of Jewish Dialect Stories.

A most unique individual in the journalistic world is Irving Lewis, managing editor of the New York Morning Telegraph. Although a Gentile himself, and a grandson of a Methodist preacher, he has long since mastered Yiddish patois sufficiently to write approximately forty Jewish dialect stories a year. He enjoys the distinction of being the sole Gentile author in the world of Jewish dialect stories, in which literary branch he specializes. He is a brother of the late Alfred Henry Lewis.

Convinced some ten years ago that the writings of Israel Zangwill and Bruno Lessing, in which he had become engrossed, did not accurately represent members of the Jewish race as he had been accustomed to meet them in daily life, he resolved to familiarize himself with the language in order to be able to utilize certain colloquialisms in his stories of "real Jews." He set about to diligently study the quaint Yiddish tongue, under the capable guidance of Sam Bernard, the noted comedian, and his brother, Dick Bernard. He proved an amazingly apt pupil.

In Mr. Lewis's stories, which are published simultaneously every Sunday in the Morning Telegraph and in the Cincinnati Enquirer, one perceives a thorough comprehension on the part of the author of the marked characteristics and mannerisms of the Jewish race. Moreover, his characters reflect most creditably upon the race; mockery and rancor are conspicuous by their absence in his interpretation of their weaknesses and unusual proclivities. "The Jew of to-day," he declared to a representative of THE EDITOR AND PUBLISHER, in a recent interview, "is a clean-cut, spotlessly groomed, generous person. The time has passed when he may be pictured as a most unmagnanimous type, one who in a taxicab gazes with one eye at the meter and with the other

at his watch. It is unjust that he usually has been presented in stories as a charlatan, but these stories are written only by authors who are Jews themselves. I am positive that if I, a Christian, were to ever pattern my stories after the style of, for example, Montague Glass, I should bring upon my head a storm of protestation from the Jewish race. Yet they are willing not only to tolerate these gross exaggerations from authors of their own religion, but even regard them as being amusing."

Mr. Lewis's dialectic stories are good-natured anecdotes, written in dialogue form, that provoke laughter without offending taste and decency. A series of stories, entitled "Ignatz Einstein, Detective," constituted his first efforts in this direction, many years ago. Poker games now most frequently form the setting of his tales, as they offer boundless opportunities for humorous dialogue and situations.

FIRST WESTERN NEWSPAPER

Acta Diurna of Caesar's Reign Delightful Work of Literarii.

It appears that it is to Caesar that we owe the first Western attempt to satisfy the public's demand for printed news. This newspaper was a daily record of not only official news, but also of small scandals, the latest police news, the arrivals in the city, even the gossip of the countryside! There were also extracts from the latest speech of Cicero and the freshest epigrams of Martial. These last appeared by way of advertisement of the author's latest works before they should appear in the collected form and be sold, along with the latest thing of Ovid's and those im-

proper little novels that came from Greece and were displayed in the fine shops that bordered the Forum's edge and stretched round the Palatine Hill.

The Acta Diurna, or Daily News, was the work of literarii, handwork, careful and elegant, whether written with the stylus on papyrus or inscribed on a wall coated with chalk, the citizens standing around, agog with interest. The lack of a printing press was surely a fortunate circumstance, since it goes far to account for the epigrammatic terseness of the Latin style, for the delightful endeavor to express in one syllable what the garrulous take a couple of phrases to interpret.

Huebener, in his dissertation on the Acta Diurna, has collected forty-five passages from ancient authors, all of which relate to these Acta Populi, which is only another name for this embryonic newspaper. They are all of a nature to interest the public, reading or otherwise, even to-day.

Then there were published all the "bits of information" in the city. Pliny cites the newspaper accounts of the funeral of the celebrated jockey Felix. The erection, fall and restoration of public buildings were recorded; so were the births, marriages and divorces in illustrious families; likewise prodigies and curiosities.

The last mention of this Roman newspaper is in the late days of the Empire.

You MUST Use the
LOS ANGELES EXAMINER
to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN..... 150,000

Baltimore is particularly interesting to the advertiser who is working on a limited appropriation, to secure the maximum results.

For Better Business in Baltimore
Concentrate in the

BALTIMORE NEWS
Net Daily circulation, July
91,250
Gain over same period, 1916,
15,388
Special Representatives
DAN A. CARROLL
Tribune Building, NEW YORK
J. E. LUTZ
First National Bank Building, CHICAGO

R. J. BIDWELL CO.
Pacific Coast Representative of
DAILY NEWSPAPERS
SAN FRANCISCO OFFICE
of the
Editor and Publisher
742 Market Street
SAN FRANCISCO

The PITTSBURG PRESS
Has the **LARGEST**
Daily and Sunday
CIRCULATION IN PITTSBURG
I. A. KLEIN, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago
Foreign Advertising Representatives

Buffalo News
EDWARD H. BUTLER
Editor and Publisher
"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."
MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue NEW YORK
Lytton Building CHICAGO

The Times-Dispatch
Richmond, Virginia
A five-inch single column advertisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday—a total cost of \$1,601.60 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.
Story, Brooks & Finley
Special Representatives
200 Fifth Ave. New York
People's Gas Building Chicago
Mutual Life Building Phila.

The New Orleans Item
Largest afternoon Circulation in the entire South
(April A. B. C. Net Paid Statement)
Sunday 68,875
Daily 55,041

TAKE IT TO
POWERS
OPEN 24 HOURS OUT OF 24
THE FASTEST ENGRAVERS ON EARTH
(ON TIME ALL THE TIME)
POWERS PHOTO ENGRAVING CO.
44 West 42nd St. N. Y. City

Colorado Springs and THE TELEGRAPH
An A. B. C. Paper
J. P. MCKINNEY & SON
New York Detroit Chicago



Ohio's Famous Corn Belt Is About to be Harvested

123.5%

is the yield production this year compared with last year as estimated by the U. S. Bureau of Crop Estimates.

Ohio's prosperity is not dependent on the Rubber industry—great as is that industry in centers like Akron.

Ohio's prosperity is not dependent on the Steel industries—great as are these industries in Canton, East Liverpool, Youngstown and other Ohio cities.

Nor is Ohio's prosperity dependent on the crop from the Famous Corn Belt alone.

But all these and many more typical and diversified interests offer a balance of safety against any business depression or crop failure which makes Ohio the logical first choice as a try out territory for any Nationally advertised product.

Mr. National advertiser send your sales pioneers into "Ohio First" to make distribution, and then use the Daily newspapers to sell your merchandise. No stronger force can be used to promote a constant stream across the local counters. Branch out and radiate from Ohio.

| | Net paid Circulation. | 2,500 lines. | 10,000 lines. |
|------------------------------------|--------------------------|-----------------|------------------|
| Akron Beacon-Journal (E) | 29,360 | .04 | .04 |
| Akron Times (E) | 18,375 | .03 | .025 |
| Cincinnati Com.-Tribune . . (M) | 60,723 | .11 | .09 |
| Cincinnati Com.-Tribune . . (S) | 26,339 | .14 | .12 |
| Cincinnati Enquirer, 5c. (M&S) | 55,076 | .14 | .12 |
| Cleveland News (E) | *138,887 | .18 | .16 |
| Cleveland Leader (M) | *99,154 | .15 | .13 |
| Combination . . (News & Leader) | *238,041 | .27 | .23 |
| Cleveland News (E) | *138,887 | .18 | .16 |
| Cleveland Leader (S) | *152,979 | .17 | .15 |
| Combination . . (News & Leader) | *291,866 | .30 | .26 |
| Cleveland Plain Dealer . . . (M) | 138,023 | .18 | .18 |
| Cleveland Plain Dealer . . . (S) | 192,891 | .22 | .22 |
| Columbus Dispatch (E) | 75,402 | .11 | .10 |
| Columbus Dispatch (S) | 71,119 | .11 | .10 |
| Columbus(O.) State-Journal(M) | 52,033 | .09 | .08 |
| Columbus(O.) State-Journal.(S) | 35,000 | .09 | .08 |
| Dayton News (E) | *35,857 | .055 | .055 |
| Dayton News (S) | *22,534 | .035 | .035 |
| Lima News (E) | 9,322 | .02 | .0172 |
| Marion Daily Star (E) | 7,728 | .0129 | .0129 |
| Newark American-Tribune. (E) | 6,287 | .0085 | .0085 |
| Piqua Daily Call (E) | 4,012 | .0086 | .0086 |
| Portsmouth Daily Times . . . (E) | 9,411 | .015 | .015 |
| Sandusky Register (M) | 4,301 | .0093 | .0093 |
| Springfield News (E&S) | *12,752 | .025 | .025 |
| Steubenville Gazette (E) | 3,620 | .0143 | .0071 |
| Toledo Blade (E) | 51,971 | .12 | .10 |
| Youngstown Telegram (E) | †16,002 | .035 | .035 |
| Youngstown Vindicator . . . (E) | †15,386 | .035 | .035 |
| Youngstown Vindicator (S) | †14,402 | .03 | .03 |
| Zanesville Signal (E) | 11,452 | .02 | .02 |

*Publishers' Statement—Sworn net paid.
†A. B. C. statement (last audited).
Other ratings Government statement April, 1917.

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